

AMERICAN NURSERYMAN

The Nurseryman's Forte: To Make America More Beautiful and Fruitful

JUNE 15, 1950

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No. 3, about 2/16-in.....	1.80	15.00

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AMERICAN NURSERYMAN

[Registered U. S. Patent Office]

The Nurseryman's Forte: To Make America More Beautiful and Fruitful

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Forms for the July 1 issue close Monday, June 12.

Mail copy to arrive at Chicago by that date—no later!

ROSA MULTIFLORA JAPONICA

We are now booking orders for Multiflora Roses for Fall, 1950, delivery. This past year we found it impossible to supply many of our regular customers due to the scarcity of this item.

We are offering stock as follows:

FOR LIVING FENCES AND SOIL-EROSION CONTROL

Conservation Grade, 1-year seedlings, 9 to 18 ins., thorny type, especially adapted for this purpose.

\$18.00 per 1000.
\$150.00 per 10,000.

FOR ROSE UNDERSTOCK

Graded, 1-year seedlings, selected straight shanks for budding.

	Per 1000
3 to 4 mm.....	\$25.00
4 to 6 mm.....	30.00
6 to 8 mm.....	35.00

Orders will be accepted until our present crop is sold, and delivery can be made starting November 10. Fall delivery is advised so that plantings may be made early in the spring or in the fall if possible.

ALL PRICES QUOTED F.O.B.
MANCHESTER, CONNECTICUT

C. R. BURR & COMPANY, Inc.
Manchester, Conn.

"Growing Since '98"



AMERICAN NURSERYMAN

F. R. KILNER, *Editor and Publisher*

Joan L. Kilner, *Assistant Editor*

Editorial

POSTAL SERVICE.

The threat of increased postal rates not long ago brought protests in many forms—association action, committees to Washington and letters from constituents. There are inequities in the present rates, to be sure. Most magazines are carried too cheaply, as is much circular mail, while some parcel-post charges are so excessive as to be impractical. Rising costs certainly warrant advances in some postal rates, but they should be on an economic basis, rather than a political one.

More recent, and just as important, is the action of the postal authorities at Washington in curtailing service of many kinds to the public throughout the country. Here, again, it is suspected that political considerations, rather than economic reasons, form the basis for such action. Whatever the cause, it affects not only mail-order firms, but business enterprises of all sorts. While service was accelerated by airplane delivery, now the rush letter must lie in the post office overnight at destination. The result will be slowing up of business transactions by mail all over the country.

While first-class mail will be somewhat delayed where deliveries are curtailed, second-class mail is certain to suffer more, along with any bulky third-class mail such as catalogs. Although some mail carriers take out second-class mail as promptly as any other mail, in some localities the mail carrier apparently takes out the heavy second-class and third-class pieces when he gets around to it. The contrast in the delivery of copies of the *American Nurseryman* in various post offices is most striking. The forms of the magazine are closed from ten days to two weeks in advance in order that the magazine may be printed and mailed with ordinarily five to seven days remaining for delivery. Under such circumstances, one would assume that copies of the magazine could be delivered in every post office within the forty-eight states by the date of publication. But such is not the case. Reports of delivery vary from a day or two before the date of publication at points near Chicago to as much as a week after the date of publication in distant

states. Yet at other post offices in distant states subscribers receive their copies on the date of publication or shortly thereafter. The post offices of destination seem to vary greatly in their service to local subscribers. Hence readers who complain of late delivery are advised to take up the matter first of all with their local postmasters.

This editorial, however, has to do, not with second-class mail, but with first-class. To get prompt delivery of an air-mail letter will it soon be necessary to affix a special delivery stamp? Either the use of air mail will slump, or the post office will have to hire a lot of old men on bicycles. Facetiously speaking, this may be a good way to spread employment, but we doubt if it is either good business or good politics.

RECORD IN HOME BUILDING.

In the first four months of 1950 ground was broken for 395,000 new homes, fifty-three per cent more than the number started in the same period of 1949, according to the federal bureau of labor statistics. The bureau stated it quite likely that more than a half-million units would have been started by the end of May, whereas last year the half-million mark was not reached until July.

The number of homes started in April, 126,000, was an increase of fifteen per cent over March and forty-three per cent over April, 1949.

While the increase in home building was nation-wide, the bureau reported the most striking advances in the west north central, middle Atlantic, east north central and west south central states. The number of new homes authorized for construction in those areas during the first four months of 1950 was about double the volume of the same period of 1949.

Figures of the first four months of 1950 showed that Chicago, for example, issued permits for nearly two and one-half times as many homes as last year and for nearly twice as many apartments. Suburban towns almost doubled their permits. The gain was above an extremely good housing year, for 1949 was by far the best year in the 10-year record at Chicago.

According to Dun & Bradstreet, building permits issued during the first four months of 1950, aggregating \$1,572,993,049, shattered the

previous record of 1929. The permit total was an increase of 37.9 per cent over last year and of 21.5 per cent over the previously unchallenged 1929 record.

Since the foregoing figures represent homes authorized or just started, nurserymen may expect good business to continue well into another year.

OUTPUT NEAR RECORD.

The national output of goods and services in the first three months of 1950 advanced two and eight-tenths per cent over the preceding quarter in further recovery from the brief 1949 slump, reported the Department of Commerce, at Washington, D. C., last month. The gross national output came within two and four-tenths per cent of the record fourth quarter of 1948, which was at the rate of \$270,300,000,000.

Consumer spending pushed above even the 1948 boom time marks and contributed heavily to the upturn in gross national products, which is a term used by the federal department to include the market value of all goods produced and services rendered.

STONE FRUIT RESEARCH.

A cooperative organization representing the experimental stations in the northeast and the United States Department of Agriculture has been formed to combine knowledge from related projects for the control of virus diseases of cherry, peach, plum and other stone fruits.

Plans are also being made to collaborate with similar groups in the north central, southern and western areas of the country, to help introduce disease-resistant varieties into areas that have suffered from virus infestations.

One of the projects of the new regional group will be to find and share virus-free sources of buds and rootstocks for the propagation of new trees, since it is difficult to find healthy sources of all varieties. By making use of each contributor's material and providing for the free exchange of information, ideas and technical facilities, the new group hopes that growers and producers of stone fruits will be able to look forward to a decreasing amount of damage from these virus diseases.

Whipp Retires at Florida Convention

Some 500 persons, representing eight separate organizations of the Florida State Florists' and Nurserymen's Association, met May 21 to 23 at the Palm Beach Biltmore hotel, Palm Beach. The meeting marked one of the most successful conventions in the association's 29-year history and also marked the retirement of C. Leslie Whipp, Jacksonville, first president of the association and secretary for the past fifteen years and president of the nurserymen's group for the past year.

Those elected officers of the state association are all florists. The new officers of the nurserymen's group are E. Tinsley Halter, Island Landscape Co., West Palm Beach, president; David Stabler, Winter Haven, vice-president, and Allen Dudley, Apopka, secretary-treasurer.

Combined Opening Session.

Nurserymen and florists met for a combined business session Monday morning. After the call to order by the convention chairman, E. Tinsley Halter, the invocation was given by the Reverend Winslow F. Drummond, West Palm Beach. President Calvin D. Kinsman, Miami, made his report, which was followed by the treasurer's report, which showed a balance on hand of \$6,424.75 as of May 1. A proposal to raise the annual dues from \$3 to \$5 per member was passed. It was decided that \$2.50 of the \$5 would be allotted to the state association and that the remainder of the fund would be distributed among the affiliated groups. A report of the nurserymen's group was made by President C. Leslie Whipp. Pat Deavy reported for the greenkeepers' group.

Radioactivity.

To bring the morning session to a close Dr. Taylor R. Alexander, of the botany department, University of Miami, gave a talk entitled "Radioactive Materials in Plant Growth," in which he described the equipment and facilities used in studying radioactive materials in laboratories at the University of Miami and the University of Florida. He said that, although radioactive materials may be used in several new techniques in tracing the direction and amounts of nutrient elements in plants, the materials retain the same chemical properties as when nonradioactive. Although the use of radioactive materials is as yet only sparing in practical application, many problems

of plant growth may be solved by means of radioactive materials in the future. According to Dr. Alexander, experiments conducted by the United

States Department of Agriculture showed that radioactive materials do not increase yields or show, in general, a beneficial effect upon plant growth.

Nurserymen's Separate Session.

Florists and nurserymen held separate sessions Monday afternoon, and President Whipp presided at the meeting of the Florida Association of Nurserymen in the West India room of the Palm Beach Biltmore hotel. The treasurer's report, presented by Prof. J. V. Watkins, of the department of agriculture, University of Florida, Gainesville, was accepted and referred to the auditing committee for inspection.

Combating Diseases of Ornamentals.

Dr. H. N. Miller, department of plant pathology, University of Florida, Gainesville, spoke on "Diseases of Ornamental Plants under Growing Conditions in Florida." He stated that fungi and bacteria grow and spread rapidly under the excellent growing conditions found in the state. More than fifty per cent of the diseases in Florida are caused by soil-borne disease organisms. Methods for eradicating soil-borne and foliage diseases consist mainly of soil sterilization, use of fungicides, roguing of diseased plants and the use of disease-free cuttings in propagation.

Rhizoctonia sp. and certain water molds, which grow quickly in moist soils and are spread by overhead watering, cause severe rotting of seedlings and cuttings in propagating media. Fusarium diseases and Sclerotium rolfsii, both particularly severe under Florida climatic conditions, may be controlled by sterilization of soil, according to Dr. Miller. Although steam sterilization is an expensive control measure, it is the most effective method of eradicating weed seeds, nematodes and some diseases. For sterilization of soil he recommended that all parts of the soil be heated to 165 degrees Fahrenheit or that the temperature be kept at 140 degrees Fahrenheit for approximately two hours to eradicate completely and to kill all disease organisms, weed seeds and nematodes.

Soil sterilization may also be accomplished by means of applying formaldehyde. A solution of thirty-seven per cent formalin at the rate of two quarts of formalin to fifty gallons of water may be used to effect control of many soil-borne organisms. However, this technique does not



C. LESLIE WHIPP.

After twenty-nine years of service with the Florida State Florists' and Nurserymen's Association, C. Leslie Whipp announced his retirement last month at the association's twenty-ninth annual convention. He was the first president of the association and has been president of the nurserymen's group for the past year and secretary of the association for nearly fifteen years.

His activities have not been confined to one association, for he helped organize the Southeastern Florists' Association and was the first vice-president and the second president of this group. For sixteen years he served as first district representative of the Florists' Telegraph Delivery Association. He is a life member of the Society of American Florists and served a year on its board of directors. He is also an honorary life member of the Jacksonville Florists' Club.

Mr. Whipp established Whipp's Nursery in 1927 with his son, Shannon, at Callahan, Fla., specializing in rooted cuttings and lining-out stock of ornamentals. Prior to that he had spent eighteen years with Mills the Florist, Inc., Jacksonville, Fla.

Mr. Whipp was born February 14, 1881, at Saxon, Pa. The following September his family moved to Florida, where his father established the town of Interlachen. Having received his education from the public schools of Putnam county, Jasper Normal Institute and Massey Business College, Mr. Whipp was employed in 1900 as an auditor by the Florida National bank at Jacksonville. He left the bank five years later to spend a year at Lakeland in an attempt to recover his health that had been impaired by too much confinement and overwork.

He returned to Jacksonville in 1909 to help incorporate the firm of Mills the Florist, Inc., and to serve as its secretary and treasurer and store manager. He retired from active management of this company in 1936.

eradicate weed seeds nor nematodes. A period of eight to ten days must elapse before cuttings may be placed with safety in formaldehyde-treated soil. Frequent aeration of the soil may shorten this time.

Where *Sclerotium rolfsii* is present in small patches, it may be controlled by a soil drench consisting of six pounds of Fermate to 100 gallons of water. This mixture should be poured on the soil so that it is thoroughly saturated. Dr. Miller also recommended Dowfume MC-2 as an effective material to control nematodes, weed seeds and soil-borne organisms. It should be used at the rate of one pound to 100 square feet of bed space. When used at the rate of four pounds to 100 cubic feet of potting soil, Dowfume MC-2 will control some soil-borne diseases and will not be toxic to the plants.

Dr. Miller stated that dusts and sprays should be employed as preventives, not cures, for controlling leaf diseases. Many of the diseases have specific conditions for growth, and, while some fungicides will control certain diseases, no material will control all of them. Growers must study the history of disease organisms in order to understand and control them more satisfactorily.

Proposals Adopted.

E. A. Menninger, Stuart, editor of the Florida Nursery Bulletin, told growers some of the aims of the bulletin and asked for their recommendations as to articles that they would like to have published.

A proposal was adopted by the nurserymen to write to the Florida State Tuberculosis Board Construction Program to suggest that members of the Florida Association of Nurserymen donate cash as individuals, but not as an organization, in proportion to donations by the general public, the funds of which will be used in landscaping the new tuberculosis hospital at Lantana.

A question and answer period was led by N. J. Daetwyler, Daetwyler's Nurseries, Orlando.

Second Combined Session.

At the second general session Tampa was selected as the site for the 1951 convention, subject to the approval of the board of directors. It was voted that the name of the Florida Nursery Bulletin be changed to the Florida Florists' and Nursery Bulletin, with representatives from the florists' group appointed to the editorial staff. It was also voted to invite the American Hibiscus Society to stage a hibiscus show on the first day of the 1951 convention.

After reports by various committees, Dr. Fifield, director of the agricultural experiment stations in Florida, presented a talk entitled "What Your Experiment Stations Are Doing and What They Have to Offer You." He stated that the combined agricultural experiment stations in Florida were the second largest in the world and were comprised of more than 5,000 acres of land located

[Continued on page 23.]

FLORIDA A. A. N. CHAPTER HOLDS ANNUAL MEETING.

The Florida chapter of the American Association of Nurserymen held a luncheon meeting May 23 in the patio of the Palm Beach Biltmore



Officers of Florida A. A. N. chapter: At left, Secretary-treasurer George L. Taber, of Glen Saint Mary Nurseries Co.; at right, President G. W. Pringle, of Florida Nursery & Landscape Co.

hotel. Sixteen members and guests were present when George W. Pringle, Florida Nursery & Landscape Co., Leesburg, was elected president and also delegate to the board of governors' meeting in July. Fuller Tresca, Jacksonville, was elected alternate. George L. Taber, Glen St. Mary Nurseries Co., Glen St. Mary, was elected secretary-treasurer.

G. W. Pringle, new president of the Florida chapter of the American Association of Nurserymen, urged nurserymen to join the A. A. N. and to cooperate in the "Plant America" program currently being sponsored by the A. A. N. Charles Wedding, St. Petersburg, proposed that the president of the Florida chapter contact Governor Warren concerning the "Plant America" program and ask for his support in the Florida A. A. N. chapter's work to promote this program in Florida.

AMERICAN NURSERYMAN

The nurserymen present also voted to obtain a copy of the Horticultural Standards Manual from the A. A. N. for use in the industry in the state of Florida.

FORM AMERICAN HIBISCUS SOCIETY IN FLORIDA.

Enthusiastic support of the show "Hibiscus Holiday" staged May 21, on the first day of the convention of the Florida State Florists' and Nurserymen's Association, at the Palm Beach Biltmore hotel, Palm Beach, led to the formation of the American Hibiscus Society, an organization composed of amateur and commercial hibiscus growers from over the country.

Norman A. Reasoner, Bradenton, was elected president of the new society, and the vice-president is Harry Dunnaway, of the Fairchild Tropical Gardens. Seven directors were chosen, and they include Oliver C. Coffey, Miami; L. K. Thompson, Barstow; Jack O. Holmes, Tampa; George L. Taber, Glen St. Mary; Harry Grasser, West Palm Beach; Dr. John S. McKenzie, and Neal C. Rhodes, Jacksonville. The group voted to empower the board of directors to appoint a secretary and a treasurer as well as a nomenclature committee. J. K. Brower, West Palm Beach, was appointed executive secretary, and E. Tinsley Halter, also of West Palm Beach, treasurer. Dues were placed at \$3 for amateur growers and \$10 for commercial firms.

J. K. Brower, a former president of the Florida state florists' group, was elected temporary chairman to preside over the organization meeting. Mr. Brower told his enthusiastic audience the aims of the new society, which are to standardize the hibiscus variety names now in use in the industry, to aid in the work of tracing the origin of new varieties and classifying old ones, to carry on the work of selecting variety names, to serve as a clearinghouse for new seedlings developed in the future and to establish a trial garden or testing station.

Before the meeting of the new hibiscus group was held, a panel of recognized growers and experimental technicians inspected more than 10,000 blooms on display on the hotel's mezzanine. The panel discussed each individually in an effort to establish its origin. When the source of a hibiscus bloom was recognized, the name originally given it by that grower was recognized as being authentic. Before time ran out, over 200 variety names had been discussed and approved.

Louisiana Nurserymen Hold Clinic

Nurseryman members of the Louisiana State Horticultural Association held a clinic session devoted mainly to azalea and camellia problems May 22 and visited nurseries in the vicinity the afternoon of May 23 when the state association held its annual convention May 21 to 23 at Alexandria, La. Over 300 persons attended the convention. The association is composed of separate groups made up of nurserymen, landscape men, florists, seedsmen and allied tradesmen. All meetings were held in the Alexandria Community Center, where the association had set up its registration headquarters and where the trade exhibitors presented their wares in open-booth exhibits. The social events of the convention were held at the Bentley hotel, a mile away from the center.

New Officers.

Unanimously elected to the presidency for the ensuing year was Manuel Zabala, New Orleans. A vice-president was elected for each member group, and they are as follows: A. Dunbar Hunt, West Monroe, florists; C. G. Simon, Jr., Lafayette, nurserymen; Catherine Hueber, Jennings, landscape group; Jack Neilson, New Orleans, seedsmen; Herbert Hecht, Springfield, O., allied trade group. Ed Sanders, Shreveport, was elected field representative, and F. P. Robinson, Bastrop, and Rene Casadaban, Abita Springs, were elected directors.

Horticultural Licensing.

Ed Sanders, general convention chairman, called the meeting to order Monday morning and presided during the first business session. In his presidential report, Joseph Peters, Alexandria, reported that the association had 313 paid-up members and 155 other members who had not paid their dues by mid-May.

He reported that the board of directors had met five times since the 1949 convention, much of the business being concerned with act 141, which covers various horticultural licenses in Louisiana. The association spent \$634 to help the state horticultural commission meet the expenses involved in giving examinations to applicants for licenses. It was reported that 222 persons had taken examinations during the past year and of these 210 were granted licenses. The secretary of the horticultural commission reported that there are in Louisiana 358 licensed florists, 238 licensed horticulturists, 96 licensed landscape gardeners, 19 licensed land-

scape architects, 27 licensed tree surgeons and 16 licensees for general spraying and dusting. President Peters also called attention to the bill introduced in the state legislature which would strengthen act 141 and provide better means for enforcement. The association's legal counsel explained various phases of the bill, including the provisions to put teeth into the existing act. The provisions in the new bill would carry fines and/or imprisonment for misdemeanors. They also make it possible to cancel licenses, when two violations occur within a 12-month period. License holders in some classifications would be required to post bond. The bill, incidentally, was introduced in the state legislature during the time that the Louisiana State Horticultural Association was meeting in convention.

Other Business.

President Peters also noted the increased cost of operating the state association, with its expanded program, and recommended that dues be raised from \$3 to \$5 per year. The published financial report of the organization, dated December 31, 1949, showed a net worth of \$5,266.94.

In the closing business session, Tuesday afternoon, the association voted to accept the invitation by Baton Rouge to hold the 1951 convention at that city. The association also endorsed a resolution submitted by the nurserymen's group calling for

an appropriation for Southwestern Louisiana Institute.

Azalea Nutrition.

Rene Casadaban, chairman of the nurserymen's clinic, opened the session by urging nurserymen to question the speakers freely, and as a result the questions were numerous, particularly along the line of azalea nutritional problems.

Using experimental work done in pot culture as the basis for his remarks, James A. Foret, of the department of horticulture, Iowa State College, Ames, discussed azalea nutrition. He emphasized that nutritional upsets occur when the pH range of the soil runs to extremes. By means of charts and pictures, he illustrated types of nutritional difficulties which often are attributed to a discrepancy in the soil pH, but which in reality are caused by upsets in the status of iron and phosphorus in the soil. He used additional slides to illustrate the advantages of using organic sources of iron, as compared to the inorganic or salt forms. In concluding he gave a resume of chemical weed control studies being conducted at Iowa State College. Inasmuch as this work is still in its preliminary stages, no specific recommendations were made.

The benefits derived from the presence of organic matter in azalea soils was discussed by Dr. Walter Peevy, of Louisiana State University. He pointed out that, by the proper use of organic materials, the requirements for



Speakers at Louisiana Nurserymen's clinic. Left to right: A. G. Plakidas, W. J. Peevy and James Foret. At right, Rene Casadaban, clinic chairman.

such a fertilizer as 4-12-4 can be reduced, the need for iron-bearing sprays eliminated and better plant growth obtained. He further emphasized that each type of organic matter needs to be handled in a specific way to obtain the maximum benefit from it.

Camellia Petal Blight.

The present status of camellia petal blight was discussed by Dr. A. J. Plakidas, of the plant pathology department, Louisiana State University. By means of slides he illustrated the life cycle of the disease organism and also showed damage done to camellia petals. Tracing the damage of this disease, Dr. Plakidas warned of the need for keeping nurseries free of it. He commented that keeping the organism out of a nursery planting is by far the best means of control, but recognized that this may not always be possible. In cases where the disease is found, destroying all blooms for a period of at least three years was termed necessary to prevent spread.

About forty nurserymen made an inspection trip Tuesday afternoon to visit several nurseries in the Alexandria area.

Other Activities.

Convention activities got under way Sunday evening with a get-together and buffet supper at the Bentley hotel. Monday evening was a roundup party with square dancers performing alone first and later joined by some of the guests who had come attired in calico and jeans. Snacks and liquid refreshments were served during the several hours of ballroom dancing afterward.

The convention was concluded with the presidential banquet in the ballroom at the Bentley hotel, where musical entertainment was enjoyed during the dinner. Toastmaster Lucius Cambre introduced the honored guests and then called upon President-elect Manuel Zabala to introduce the other new officers.

Most of the trade exhibits were by wholesale florists and the manufacturers of florists' supplies, but one of the nursery exhibits was of a transplanter and digger by C. G. Simon Nursery, Inc., Lafayette.

NEWLY appointed as sales manager of Chase Bag Co.'s New Orleans branch office is John A. Sutherland, whose new territory will include eight states in the south and southeast. He has been with this branch of the company since his tour of duty as an army air force pilot during World War II.

PHILADELPHIA ROSE SHOW.

Mrs. W. Ray Hastings, Harrisburg, Pa., nominee for the president of the Garden Federation of Pennsylvania and wife of the secretary of All-America Rose Selections, Inc., opened the festival of roses of the Delaware river valley June 5 by cutting ribbons at the garden. The festival name was selected to represent the 9-county area of metropolitan Philadelphia cooperating in the show. A queen of the festival was chosen at the Hershey rose gardens under the auspices of the Philadelphia Rose Society. About 100 horticultural organizations cooperated in the event, which was composed of two identical 2-day shows, one starting June 5 and the other June 7. Beds were planted with the top ten All-America Rose Selection award winners for the past ten years, and there were also displays by the Hershey rose gardens and the Morris Arboretum of the University of Pennsylvania. Motion pictures of world-famed public rose gardens were shown.



AUBREY HENDERSON.

The man who has served for the past two years as vice-president representing the nurserymen's groups of the Louisiana State Horticulture Association is Aubrey Henderson, owner of Henderson's Nursery & Horticultural Service, Lafayette, La. He has also served as president of the Southwest Louisiana Nurseryman's Association and was recently elected to this same office by National Demeter, agricultural fraternity.

Mr. Henderson is also a past vice-president of the Louisiana Camellia Society and belongs to the American Camellia Society. As a member of the Lions' Club, he has worked on a committee for the beautification of parks and playgrounds.

The horticultural servicing part of Mr. Henderson's business includes spraying, tree surgery, soil analyzing and plant moving. Besides holding membership in the Louisiana nurserymen's organizations, the firm is a member of the American Association of Nurserymen and of the Texas Association of Nurserymen.

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PLAINS GROUP MEETS.

The Plains Nurserymen's Association held its fourth annual meeting May 16 in the Aggie Memorial auditorium at Texas Technological College, Lubbock. There was a good turnout, with about twenty-five regular members and fifteen associate members present.

R. O. Kershner, of Kershner Nursery, Lubbock, who had been secretary-treasurer of the association during the past year, was elected the new president. The vice-president is Daniel E. Carpenter, Carpenter Nursery, Roswell, N. M., and the new secretary-treasurer is Ben Barron, Odessa Nursery, Odessa.

The group was welcomed to the college by Dean W. L. Stangel, of the agricultural department. Murray Ramsey, of Austin, who is president of the Texas Association of Nurserymen, outlined the short course for nurserymen to be held at Texas A. and M. College, June 21 to 23. He also outlined the Texas association's convention to be held at Houston, August 21 to 23.

First speaker of the day was Oscar Gray, Gray Nursery, Arlington, who spoke on "Merchandising Nursery Stock." Bill Biggs, Wolfe Nursery, Inc., Stephenville, discussed "Inspection and Grading of Nursery Stock in Texas." An outstanding talk was given by Murray Ramsey on the "Nursery Business and Its Future." That evening, there was a barbecue and dance at the Cotton Club, Lubbock.

The Plains Nurserymen's Association will hold next year's convention at Midland, Tex., in May.

Daniel E. Carpenter,
Vice-president.

FIRST child of Mr. and Mrs. John W. Kelly, of Kelly Bros. Nurseries, Inc., Dansville, N. Y., Mary Elizabeth Kelly was born May 21, weighing seven pounds and three ounces.

IN THE April issue of the Signal News, monthly publication of Signal Oil Co., appeared an illustrated article about one of that company's good customers, the Stribling Nursery Co., Merced, Calif., with reference to the tree digger that was pictured in the May 1 issue of the American Nurseryman. The Striblings use some forty pieces of power equipment, most of which is conventional farm machinery—tractors, pickups, cars and trucks. They have developed a number of special pieces of equipment to fit their individual needs.

East and Midwest Wholesalers Report

That perennial topic, the weather, dominates reports on spring business from wholesale nurserymen in the east and midwest. The unusually long period of low temperatures held up digging and shipping and threatened to cut into if not eliminate orders from some retailers. But this early threat to sales seems to have been offset by the late-season clean-ups made possible by the prolonged spring. In some sections the cool weather was a boon to those who were behind in putting in their plantings.

Reports from the east and midwest substantiate those from the south and west in the preceding issue regarding the shortage of both deciduous and coniferous ornamentals for landscaping. It is estimated that the supply cannot possibly catch up with the demand for at least two or three years. There is a diminishing call for the nurserymen's large supply of fruit trees, especially apples, which can be accounted for partly by the poor fruit crop last summer. The demand probably will not increase unless the spotty peach crop expected this summer brings a good price to orchardists which will in turn increase their demand for peach trees.

Eastern firms complain less about the shipping situation than midwestern nurseries, several of which tell of difficulties encountered. There is a definite trend toward shipping by truck to avoid the expense, delay and other inconveniences of shipping by rail. The labor situation is loosening up over the country. In several cases the availability of more help counteracted the delays caused by bad weather.

No indications of price changes are foreseen, unless there should be some reductions in fruit tree prices. Continued prosperity is anticipated by each and every nurseryman, though increased operating costs put somewhat of a damper on any elation over increased sales volume.

Cold Delays Sales in East.

An unusually cold spring threatened to cut sales at Buntings' Nurseries, Inc., Selbyville, Del., but late-season business has largely offset losses, according to H. J. Timmons, general sales manager, who reports:

"We are still extremely busy in our retail department. Our late business has been exceptionally good and is helping considerably to cut down the loss in business experienced ear-

lier in the spring. I feel that we have had a satisfactory season under existing conditions.

"It was exceptionally cold throughout the month of March and the first half of April. As a matter of fact, the average temperature during this 45-day period was below the average temperature for the month of January. Our stock kept well in our regular storage cellars as well as in our cold-storage buildings. From present indications we are going to clean out most items, except some apple.

"Sales of fruit trees to commercial orchardists have been sluggish this year, partly because of an unfavorable fruit crop last summer. According to all reports, the crop of peaches is going to be spotty this summer. This, of course, should mean a fair price to the grower and should help stimulate the demand by orchardists for peach trees next season.

"We are progressing satisfactorily with our plantings and expect to have our normal supply for next season."

Annual Railroad Strike.

A railroad or express strike during spring shipping is getting to be a regular occurrence for eastern nurserymen, writes C. W. M. Hess, of Hess' Nurseries, Mountain View, N. J.:

"Although we are through with the bulk of our shipping (May 27), we still have some late orders to fill. In general this has been a difficult season. Because of weather conditions we had a late start; it was practically the first of April before it was possible to dig. Also, we had a great many rainy days.

"To top things off, again this year there was a strike on the railroads. For four years in succession either express or railroad strikes have held us back in our shipping. However, in spite of weather and strikes we managed to get out our orders on schedule.

"We had more orders to ship in general, and there were a good number of smaller orders. So our total volume should compare favorably with last year. It was again necessary to turn back some late orders, because stock was sold out. With building still going on at a rapid pace, we look for a continued heavy demand for nursery stock. In our own case we are not increasing our supply and are planting about our normal amount.

"Landscape nurserymen have been busy, and most report more business than they can take care of properly."

Weather Presents Difficulties.

Though bad weather hampered shipping, caused some cancellations and postponed early orders, James S. Wells, manager of Koster Nursery, Bridgeton, N. J., can nevertheless report a good season, as follows:

"This spring season has been one of the most difficult and trying that we have experienced for some time. Bad weather in March held up shipping so that we really were not able to get going until early April. The bad weather, which was general throughout our district, has affected sales, and in company with most other nurserymen, we received a few cancellations. The position was not serious, however, and reports are that the excellent business done Mothers' day week-end brought most retailers up to normal.

"The demand for stock has been brisk, indeed, particularly for rhododendron, azalea and lining-out stock of maple, magnolia and pink dogwood. Although it has been suggested that the saturation point would be reached this year in most of these items, we have seen no sign of it. Our season has been better than last year, and all indications are that this brisk, buoyant business will continue into next year.

"Help has been reasonably plentiful and of a fairly high standard. Our main difficulty has been with shipping all the advance orders in the shortened shipping season caused by bad weather. Everyone worked hard at this, and last shipments were made May 18.

"We are maintaining maximum production on all out main items and increasing on some, particularly pink dogwood and Japanese maple. We expect our prices to remain about the same, although we hope to make moderate reductions on one or two items. These are being justified by quantity production and the known cost of production."

Scarcities Force Substitutes.

Reporting that it was an excellent though hectic sales season for Westminster Nurseries, Westminster, Md., C. Willard Stoner, general sales manager, states:

"In spite of a wet season which delayed our field digging operations, we have had one of the best seasons in the history of our business as far

as volume of sales is concerned. It was hectic trying to keep up with demands and to supply the sizes and varieties desired. However, because of the general shortage of finished stock, especially in ornamentals, we found that our clients were ready and willing to cooperate with us and accept substitutions both as to variety and size.

"In general, plant material is short in supply, and possibly this condition will remain for the next several years. The tremendous building program has created an expanding market which is draining out plant material faster than it can be produced. As a result, we are selling small-size stock which normally we would not sell, and know that we will be two to three years catching up with the demand. We do not anticipate any price reduction. If there is any change, we believe it will be toward higher prices in view of the higher cost of labor and materials required in our operation.

"We are continuing a steady propagation program and do not anticipate increasing at this time. The material going into the field now will not be ready for market for some four to six years, and it is quite a gamble to try to foresee what the market will be at that time. In general the ornamentals will be short in supply for both the fall of 1950 and the spring of 1951.

"We might add that we are still having some difficulty in securing dependable labor in spite of so much unemployment."

Less Fruits, More Ornamentals.

Believing that there will be a continued strong demand for ornamentals, only a normal demand for fruit trees and berry plants for home plantings and a limited demand for fruit trees for commercial orchard plantings until growers harvest a profitable crop, E. M. Quillen reports that Waynesboro Nurseries, Inc., Waynesboro, Va., will plant accordingly. He writes:

"Being favored with a mild winter we started shipments in January and continued uninterrupted until late May. At no time did we have an accumulation of unfilled orders. However, in late February and March we experienced a slump which we attributed partly to the coal strike. At one time we were running twenty per cent behind in sales, but we expect to close the season with a sales total near that of last spring.

"We enjoyed an excellent demand for ornamentals, and the demand for small fruits, nut trees and tree fruits for home orchard planting was nor-

mal. Commercial fruit tree business was late in coming in, but finally equaled sales of a year ago. Prices at which fruit trees sold for commercial planting were disappointing, and possibly they were caused by the low prices growers have been receiving for their fruit.

"As a result of low prices for trees for commercial orchard planting we are curtailing production of fruit trees and increasing on ornamentals, especially in broad-leaved evergreens including azalea, rhododendron, holly and boxwood. We are also increasing plantings in nut trees, specializing in Chinese chestnut and hardy English walnut, which are becoming important both for home orchard as well as commercial markets. We are also increasing plantings of shade trees, as the present supply of finished stock is quite limited and there is a heavy demand for housing projects and private home building.

"March and April were possibly our two coldest months, and during that time we had little rainfall, which enabled us to make our plantings early. We have had some good rains during May, and stock is starting off satisfactorily. The labor supply is plentiful, but the quality of extra help picked up during rush season was not the best."

Good Season in Connecticut.

A near sellout is reported for C. R. Burr & Co., Manchester, Conn., by President Charles S. Burr, with fruit trees the only oversupply. He writes:

"Mother Hubbard's cupboard is practically empty at Burr's at this writing, about the middle of May. This is the first year in my memory that we have not seen fit to issue a desperation cleanup list at the end of the season. We believe the improvement in the situation is the result of a better demand because of the increased number of homeowners, an earlier and more concerted sales effort on our part, scarcities in the supply of some items which we had in pretty fair quantities and a more balanced production on our part.

"Like many other nurserymen we found a big increase in the demand for shrubs and ornamental trees, and hedges seemed to sell out unusually early this year. However, we are not so proud of our fruit picture. We have several thousand plum and cherry trees left over. Apples and peaches did clean out at fairly good prices.

"As is well known, the timing of the season was hectic. The good and the bad places were spotty here in

the east, depending pretty much on the weather situation. But the weatherman has been pretty good to us as far as planting out stock goes, and I think we are a little ahead of last year. There is not much left to do in the field, except take care of some potted shrubs. We have plenty of moisture now. Much of the rain has come at night so it has not interfered with field work.

"The labor situation was a bit easier because of a little higher-caliber help and more productivity on the part of the temporary help that we have to hire to meet the peak load. Incidentally, I think it behooves all of us to figure out some way to level off those mountains and valleys of our work load.

"We don't look forward to any drastic changes in the situation next year. If the economy remains good, we ought to have again a record sales year, which should be true throughout the industry. While there may be a little apprehension about roses in some sections of the country, I believe that the increased demand and the wider use of roses will balance the situation. It again looks like an unsatisfied demand for multiflora roses for lining fences and conservation purposes. Our guess is that this fruit tree business is going to right itself one of these days. The supply and demand equation should be leveling off, because many nurserymen are planting much lighter on fruit trees. The peach tree crop is anticipated to be short because of the poor stand on peach pits last year. New homes and possibly increased highway plantings should absorb most of the ornamental production. During the war we thought the fruit tree boom was going to last forever and planted accordingly. Certainly we can learn a lesson from that in the present demand for ornamentals and should be cautious in thinking about increased plantings. In view of these things, we do believe that, generally speaking, prices will average about the same for another year, with minor adjustments here and there."

Demand for Evergreens.

Calls for large-size evergreens have been heavy and will continue so, according to the following report from Leghorn's Evergreen Nurseries, Cromwell, Conn.:

"Demand was heavy for ornamental evergreens. And if the demand holds up as well as it has, the supply will again be short next season, especially in the larger, popular

[Continued on page 38.]

A.A.N. Convention Features

Senator Harry F. Byrd, of Virginia, will be the luncheon speaker June 20 on the program of the seventy-fifth annual convention of the American Association of Nurserymen, at Washington, D. C., July 17 to 21. He will present an analysis of the domestic situation as he sees it at that time.

Probably Senator Tydings, of Maryland, will speak at luncheon July 19, covering the current situation as related to foreign affairs. Senator Tydings is chairman of the Senate foreign relations committee, chairman of the armed services committee and now chairman of the Communist investigating committee. He is a colorful and excellent speaker. These eminent public figures are the senior senators from the two states cosponsoring the A. A. N. convention.

Senator Byrd's Career.

Senator Byrd has occupied his present position at the national capital since 1933, having served as governor of Virginia from 1926 to 1930. He comes from a famous Virginia family, founded by William Byrd, who came to Virginia in 1674 from Cheshire, England, to inherit his uncle's estates. Senator Byrd began his career as manager of the Winchester Star, of which he is still the owner and publisher. While so engaged, he engaged in growing apples in 1906, at the age of 23, by leasing ten orchards. Later he acquired orchards of his own and became one of the largest growers east of the Mississippi, shipping as high as 1,500 carloads each year. He is also interested in peach culture and general farming.

The public career of Harry Flood Byrd began in 1915, when he was elected to the Virginia senate. He was reelected to that office until, in 1925, he was elected governor of Virginia. His term as governor was marked by many legislative and administrative reform measures, as well as economies that balanced the state budget and saved large sums for the taxpayers.

After retiring from the governorship he resumed active direction of his business affairs. In 1933 he was appointed United States senator from Virginia to succeed Claude A. Swanson, who became Secretary of the Navy. Reelected to that office since, he has become nationally known for his independence and courage, his opposition to waste and extravagance

in government and his ability and influence as a statesman.

Bureau Chief to Speak.

Avery S. Hoyt, chief of the bureau of entomology and plant quarantine of the United States Department of Agriculture, will speak before the full convention July 19 on "Quarantines, Foreign and Domestic." This opportunity will be seized by Mr. Hoyt to set out the philosophy of his administration of the bureau in regard to this particular subject.

Before the third general meeting of the association, on the morning of



Senator Harry F. Byrd.

July 20, Joseph Howland, of House Beautiful magazine, will speak on "What's New in Climate Control?"

Growers' Program.

Progress has been made on the program for the growers' session, July 19. Dr. L. C. Chadwick, of Ohio State University, will talk on "The Best in Taxus." Dr. S. L. Emsweller, principal horticulturist of the U. S. D. A. research center, Beltsville, Md., will speak on "Development of New Ornamental Plants at Beltsville." Dr. John R. Magness, chief in horticulture, division of fruits and vegetable crops, U. S. D. A. bureau of plant industry, will discuss "New Varieties of Fruits for United States Growers." Dr. C. C. Hamilton, of the New Jersey agricultural experiment station, New Brunswick, will talk on "The Use of Mist Sprayers for Pest Control in the Nursery," illustrating his talk with moving pictures. It is hoped that an additional speaker will be Alton M. Porter,

chief of the seeds, fruits and vegetables section of the office of international trade in the Department of Commerce, on the subject, "Horticultural Imports—1940 to 1950."

The growers' session will be concluded with a panel discussion on laborsaving devices used in nurseries. Five of the younger men in the industry, from various regions of the country, will gather the material from their respective regions and appear on the panel under the chairmanship of John Wight.

Opening General Session.

At the full meeting of the association, Monday morning, July 17, will be presented the president's address, the treasurer's report and the 1950-51 budget. There will be a full-dress rehearsal of the market development and publicity committee activities of the past year by C. M. Boardman, chairman of the committee, and Howard P. Quadland, of the Hazard Editorial Offices. Late in the morning will be accepted nominations for executive committeemen from regions I, III and V, together with nominations for officers for the ensuing year, an executive committeeman at large and a trustee for a 3-year period.

Latest advice from Secretary R. P. White is that 975 persons are already registered for the various hotels, with rooms for more who will attend the convention.

Educational Program.

Plans for the convention include an educational exhibit, to be arranged at the Hotel Statler, and a tour of the bureau of plant industry stations of the United States Department of Agriculture at Beltsville and at Glenn Dale, Md.

The educational exhibit at the Hotel Statler will be set up on the mezzanine floor and will include materials from the University of Maryland, the United States Department of Agriculture and the garden section of House Beautiful. The University of Maryland will show a collection of about fifty less common woody plants, arranged in an attractive setting and all clearly labeled.

The United States Department of Agriculture will have exhibits showing some of the work under way that is of particular interest to the nurserymen. One exhibit will demonstrate methods of propagation of rhododendrons by means of plastic.

[Concluded on page 22.]

Stonecrops for the Nurseryman

By C. W. Wood

Several inquiries lately on sedums make me think that an article on the subject might be worth while at this time, especially one pointing out the kinds which could be useful at this stage of our garden experience, or shall I say progress?

Older members of the trade will remember when sedums were one of our best sellers. That was during the time that rock gardening was commencing to catch on, and anything that was easily propagated and could be used to cover up sins of construction was used by everybody. Among the offenders was creeping Charlie, and he was one of the main reasons that all stonecrops acquired the unearned reputation of wanting to occupy the whole earth. To most people, even today, Charlie's propensity for taking possession of everything in sight is characteristic of its entire family.

Many kinds of sedums are pervasive, to be sure, and have to be watched, but aside from these there is a lot of good garden material among them which will be found useful in numberless garden places. I have a notion, too, that some of the disrepute can be traced to our own sophistication. We have heard some of the knowing ones say that sedums are too easily grown or too plebeian for an expert gardener even to have in his possession; so we disdainfully turn up our noses at the mere mention of the plant, little knowing that cultural problems exist within the genus which will tax the most expert gardener, and that one can find a few lovely plants among them.

It will be better, no doubt, to approach the sedums from the standpoint of the horticulturist rather than try to show the characters by which botanists have separated the kinds. The latter method, though, will of necessity enter the discussion when referring to kinds where confusion reigns. Yet I should not want to say that all the names used will be the accepted ones among botanists at present, for names are not stable in a growing science.

As a beginning, let us consider a few hardy kinds which will be found useful as ground covers, as in hardy bulb plantings and similar situations. A plant for that purpose should be presentable from the time the bulbs cease flowering until the coming of snow, or from early until late in other parts of the garden, and if neces-

sary for its companion's comfort, it should be able to stand a coarse mulch. These and other considerations restrict our choice of kinds within rather narrow limits.

Perhaps the most generally useful stonecrop for this purpose is *S. lydium*. A tiny mat maker from Asia Minor, it spreads an inch-thick mantle of red and green, though there is more red than green in summer when it is hot and dry. In June it sends aloft little umbrellas of white flowers to the dizzy height of two or three inches. It never became ragged here, in my garden in northern Michigan, after flowering, as is the habit of so many small kinds, and full exposure to the sun tends to bring out beautiful foliage tints which are often lacking in part shade or in moist soil. A quite similar plant from the garden standpoint is *S. gracile*, but it lacks the colored foliage of *lydium* and does not spread. Therefore, it is useful in choice and restricted situations only.

All forms of *S. album* that I know are apt to look untidy following the blooming period, in addition to being violent spreaders. For that reason, if no other, they are not to be recommended for any situation where their pervasive tendencies are likely to cause casualties among their more delicate neighbors. There are, though, one or two forms at least that are admirable carpeting plants for bulb beds. The best that I know is a form that is green the year around. It is usually known in gardens under a number of names, but botanists tell us it should be called *S. album micranthum chloroticum*. It is unfortunate that so charming a creature should be forced to labor under so unwieldy a name, being useful as a border edging to cover dry sunny slopes and as a carpeting plant for any unconsidered place.

It is the only form of *S. album* that I have seen which is totally devoid of any red pigment in stem, leaf and flower. All of the others are more or less red in some or all of these parts, culminating in the reddish-purple leaves, stems and flowers of variety *murale*. *S. a. murale* is a pretty little plant, spreading its pleasing foliage over wide areas and making a good carpet in any sunny spot. Like other *album* forms, it must be admitted that it becomes rather ragged-looking during the seed-producing period, but it quickly recovers if

sheared. All the forms of *S. album* may be expected to remain less than three inches in height, even when in bloom, and all except *murale* have white flowers.

As it grows in the light soil of this garden here in northern Michigan, *S. hybridum* produces just enough foliage for an adequate ground cover for tulip and daffodil plantings. The plant is not a hybrid, but its inept name was wished on it by Papa Linnaeus. It is too deep-rooting for small bulbs, but for tulips and others that are planted five or six inches deep it furnishes a foil of broad flat evergreen leaves. It is the only species in the aizoon section to exhibit the last-named trait. In fact, it is the only one of this section, with the possible exception of *S. middendorffianum* and its variety *diffusum*, which would be accepted as a ground cover. The others, like *S. aizoon* and *S. kamtschaticum*, are too tall for carpeting purposes in such situations.

In the northern states where I have always gardened, so many of the tiny treasures, like *Linaria hepaticae-folia*, *Mazus pumilio* and *Mentha requienii*, are unable to survive the winters. I found the tiny stonecrop *S. anglicum minus* one of the most valuable ground covers for scillas, chionodoxas and other small bulbs, as well as for other sunny spots calling for a plant of its habits and size. Be sure, though, to procure variety *minus*, because type *anglicum* and all its other forms that I know are scarcely hardy this far north. The type would probably be too tall to plant among small things, anyway, and it would surely be too aggressive to put among delicate plants. But variety *minus* is not only thoroughly perennial and quite hardy; it is also small enough to suit the most avid fancier of the diminutive. It makes little more than a covering of tiny leaves over the surface and decorates itself with little, white, pink-flushed stars in summer. If provided with the perfect drainage of a sandy or gravel-type soil to carry it through the damp of winter and spring, it seems to be perfectly hardy.

Stonecrops are usually associated with hot dry situations, perhaps with good reasons, for most of the better known kinds delight in that treatment. There are several, however, that adapt themselves with grace to part shade, and a few for situations where the sun does not often reach. For instance, in one garden that I visit, *S. ternatum*,

a woodland plant of eastern United States, has been used lavishly as an underplanting in a little copse. One of the earliest sedums to bloom, it lights up the spring landscape with a carpet of 4-petaled, white flowers. A distinguishing mark of the species is the broad entire leaves on 3 to 5-inch stems, arranged in threes, hence its name, ternatum.

Sedum nevi, of approximately the same geographical range, is closely related to *S. ternatum*, though it lacks some of the sturdiness of its relative and is therefore of less value this far north. Where hardy, which should be in all sections except the Canadian fringe in the middle west and Rocky mountain areas, and if given some shade and moisture during dry weather, it is quite capable of carrying on and extending into June and early July the message of beauty started by *ternatum* in early spring. The plant displays countless 5-pointed white stars on 3-inch stems lifted above pale green rosettes.

Whether annual, winter-annual, biennial or perennial, the plant we have been calling *S. pulchellum* is a lovely stoncrop, as one would suspect from its specific name. It would be fruitless to go into details regarding the confusion which has raged around the head of this beauty's correct name. The solution I should suggest to the gardener is to introduce plants or sow seeds of the plant known as *S. pulchellum* where a mass of greenish to reddish-green foliage is desired. With this plant, much depends upon the exposure, and it appears to grow equally well in either sun or shade. Allow these plants to take care of regenerating themselves, a matter that is usually taken care of by seedage. The next year and for a long time to come, one should be gratified by clumps of pretty foliage together with a wealth of pinkish-lavender flowers on 3-inch stems in late spring and early summer.

There is another plant needing your attention which sometimes appears in gardens as *S. pulchellum*. In fact, it was the *pulchellum* of thirty years ago, but is now called *S. pulchrum*. This is a true perennial, quite similar in appearance to *S. pulchellum* from the gardener's standpoint. Its cultural needs are almost exactly opposite, however, especially in the matter of moisture. In the absence of constant moisture, a leafy soil in shade will help it to forget its usual diet.

All the kinds thus far mentioned have definite garden value, especially in the roles suggested. A good gardener will find a number of other uses for them to the betterment of his gar-

[Continued on page 24.]

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Georgia Convention

By M. Aubrey Owen, Secretary

The thirteenth annual convention of the Georgia State Nurserymen's Association, May 15 and 16, drew a good attendance to Radium Springs, near Albany, and a good turnout of members and guests enjoyed an interesting program.

Samuel J. Pettyjohn, Pettyjohn Nurseries, Bainbridge, was advanced from vice-president to president; Edwin Kellogg, Kellogg Landscape Service, Douglas, was elected vice-president, and M. Aubrey Owen, Owen's Vineyard, Gay, was reelected secretary-treasurer. The retiring president, John B. Wight, Wight Nurseries, Cairo, and Charles N. Morse, Morse Bros., Chattanooga, Tenn., together with the new officers, make up the new executive board.

Following the call to order at 10 o'clock Monday morning by President Wight, Dr. Leonard Stephens, pastor of the First Baptist church, Albany, gave the invocation. A message of welcome was given by Me-nard Peacock, mayor of Albany, and Sam C. Hjort, Thomasville Nurseries, Thomasville, responded in behalf of the nurserymen. For the first talk on the program C. H. Alden, director of the Georgia department of entomology, Atlanta, explained "The Effect of Quarantines on Georgia Nurserymen." One of the two most important developments is a new method of treating plants in the white-fringed beetle areas by which plants may be dipped in a material that is harmless to the plants but controls the beetles. The other is that phony peach disease has been found to be transmitted by an insect instead of by roots, as was commonly thought.

The second speaker was an out-of-state nurseryman, John Fraser, Jr., of Huntsville Wholesale Nurseries, Inc., Huntsville, Ala., who discussed "Trends in the Nursery Business." He said that we are at about 4 o'clock in the afternoon in the third cycle of nursery business trends. He said he had lived through two of these cycles and was now experiencing the third. Unlike most businessmen, a nurseryman has to guess in advance what the public will want three to five years hence; so Mr. Fraser stressed the study of past records in planning inventory.

Concluding the morning session, Donald M. Hastings, H. G. Hastings Co., Atlanta, emphasized the im-

portance of the personality of a business as well as of its sales personnel in his talk on "Retail Merchandising." Service with a smile from people who know, understand and are interested in what they are selling puts a business on the right track, he said.

The afternoon was left free for recreation. Speaker of the evening following the banquet was Dr. George Sparks, assistant chancellor, board of regents of the University of Georgia. He maintained that propaganda is important to every business, but there can be good and bad propaganda. Good propaganda creates new business by making people conscious of what one has to offer.

Only a morning session was held Tuesday, and it was devoted to a business meeting and a talk by Curtis H. Porterfield, administrative assistant, American Association of Nurserymen, Washington, D. C. He explained the activities of the A. A. N. and helped start a movement to "Plant Georgia to Plant America." The new president presided at the closing business session.

AMERICAN NURSERYMAN

COVER ILLUSTRATION.

Rhododendron Carolinianum Album.

The genus rhododendron is one of our largest groups of plants, perhaps the largest. Rehder states that there are over 600 species, and, if the clones, varieties and hybrids were added, the total number would undoubtedly be over 2,000.

While the Oriental countries have contributed the majority of the rhododendron species, North America is the native habitat of several important species. The name rhododendron comes from the Greek words rhodon meaning rose and dendron meaning tree.

Rhododendron carolinianum is one of our important native species. It is a native of North Carolina and has been in cultivation since 1815. The variety Rhododendron carolinianum album, as pictured on the cover, is also a native of North Carolina, introduced in 1895.

Rhododendron carolinianum album is an upright, spreading, broad-leaved evergreen of about five to six feet. It is slow-growing and is more often seen as a rounded, fairly compact plant of somewhat less height than the size mentioned. The reddish-colored young stems add an interesting characteristic to the plant.

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The dark green leaves are elliptic in outline, entire, usually acute and about two and one-half to three inches long. They are glabrous above and dotted with brown or scaly beneath.

The flowers of the species are pale rosy-purple in color, blooming from early May to mid-May, about the same time as the common lilac. The variety album has white flowers and is often considered superior to the species as an ornamental plant.

Rhododendron carolinianum and the variety album are hardy in zone 5 and are essentially free from serious insects and diseases. Like most rhododendrons, three cultural factors are essential for success. Good drainage, ample organic matter in the soil and an acid soil are paramount to good development of the plants. Rhododendron beds should be provided with tile unless the soil is well drained. Ample organic matter can be obtained by incorporating acid peat moss with the soil and using it as a mulch.

The soil reaction should be acid, about pH 5 to 5.5. If the soil needs to be acidified, add sulphur or a combination of sulphur and aluminum sulphate, the amount depending upon the soil reaction. It is well, particularly in the midwest, to use the plants in a somewhat protected situation. An eastern exposure for foundation plantings is a desirable location. Some fertilization may be necessary. Use nonalkaline fertilizers with organic carriers such as soybean meal furnishing part of the nitrogen.

A gradual renewal system of pruning may be followed, although little pruning is usually necessary. Prune early in the year to encourage bottom breaks. Propagation of the variety album may be accomplished by grafting.

This small broad-leaved evergreen may be used as a specimen or for beds, borders and foundation plantings.

L. C. C.

NOW studying horticulture since his discharge from the army, Opie M. Stanfield has started the 6-acre Stanfield Gardens, Delaware, Ark.

AFTER attending the convention of the American Seed Trade Association, June 10 to 14 at the Palmer House, Chicago, Takio Sakata, of T. Sakata & Co., Yokohama, Japan, one of the Orient's leading seed dealers, will make a brief visit of the American trade. Fred P. Herbst advises that nurserymen wishing to contact Mr. Sakata regarding Oriental tree and shrub seeds may reach him in care of Herbst Bros., 92 Warren street, New York 7.



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Coming Events

MEETING CALENDAR.

June 17 and 18, national delphinium show, Cleveland Garden Center, Cleveland, O.

June 21 to 23, Texas short course for nurserymen, Texas A. and M. College, College Station.

June 25 to 27, Mississippi Florists' and Nurserymen's Association, Hotel Heidelberg, Jackson.

June 28 and 29, Missouri State Nurserymen's Association, Columbia.

July 13 and 14, conference in nursery and landscape management, Michigan State College, East Lansing.

July 15, Ornamental Growers' Association, Hotel Statler, Washington, D. C.

July 15, Fruit Tree Growers' Association, Hotel Statler, Washington, D. C.

July 16, All-America Rose Selections, Inc., Hotel Statler, Washington, D. C.

July 16 to 21, American Association of Nurserymen, Hotel Statler, Washington, D. C.

July 17, National Association of Plant Patent Owners, Hotel Statler, Washington, D. C.

July 17, American Nurserymen's Protective Association, Hotel Statler, Washington, D. C.

July 18, Retail Nurserymen's Association, Hotel Statler, Washington, D. C.

July 18, National Landscape Nurserymen's Association, Hotel Statler, Washington, D. C.

July 18, Association of Nursery Association Secretaries, Hotel Statler, Washington, D. C.

August 3, Indiana Association of Nurserymen, Jackson & Perkins of Indiana, Inc., Richmond.

August 10, Pennsylvania Nurserymen's Association, LaBars' Rhododendron Nursery, Stroudsburg.

August 14 and 15, National Mail Order Nurserymen's Association, Hotel La Salle, Chicago.

August 21 to 23, Texas Association of Nurserymen, Rice hotel, Houston.

August 21 to 25, National Shade Tree Conference, Hotel Syracuse, Syracuse, N. Y.

August 22 to 24, Southern Nurserymen's Association, Francis Marion hotel, Charleston, S. C.

August 28 to 30, Northern Nut Growers' Association, Legion hall, Pleasant Valley, N. Y.

August 30 to September 1, Ohio Nurserymen's Association, Zaleski state park, Chillicothe.

September 12 to 14, California Association of Nurserymen, Santa Cruz.

TEXAS SHORT COURSE.

The short course for nurserymen, to be held June 21 to 23 at College Station, Tex., under the joint sponsorship of the Texas Association of Nurserymen and Texas A. and M. College, will be opened at 1 p. m. with an address by C. N. Shepherdson, dean of agriculture. Also scheduled to speak at this session are A. F. DeWerth, of the landscape art department, whose subject will be "What's Good Nursery Manage-

ment?" and Fred C. Galle, of the department of horticulture, University of Tennessee, whose topic will be "Worthy Ornamental Plants."

An insect and disease clinic will discuss pest control in the nursery and greenhouse and demonstrate equipment for spraying, dusting and fumigating. The following will take part: F. A. Little, A. C. Gunter, Dial Martin, Gordon Milne, D. W. Rosenberg and Mancill Allen. There will be an informal showing of films and slides in the agricultural engineering building that evening.

Slated for the second day are Robert F. White and L. G. Marsters, who will discuss "Landscape Construction." An instructor of horticulture, A. F. Krezdorn will tell about "Sprays to Prevent Fruit Setting," followed by H. T. Blackhurst, of the horticultural department, who will speak on "Promising New Fruits." "Possibilities of New Plant Introduction for the Climatic Areas of Texas" will be the topic discussed by Frank Gould and O. S. Gray.

On the panel for a soil management clinic will be Cameron Verhalen, Mancill Allen, A. F. DeWerth, Gordon Milne and W. J.

McIlrath. They will discuss soil sterilization methods with electricity, steam and chemicals; soil heating, and soil testing.

In the afternoon the group will hear W. J. McIlrath discuss "Plant Processes"; N. F. Clapp, "Rootstocks for Roses," and Prof. F. R. Brison, "Rootstocks for Fruits." "Research on Ornamentals" will be discussed by Fred C. Galle, Gordon Milne and A. F. DeWerth. A demonstration of maintenance equipment cussed by Fred C. Galle, Gordon speaker at the barbecue that evening.

The last morning will be devoted to several talks and a business session. H. G. Johnston will talk on "Principles of Insect Control," and G. M. Watkins on "Fundamentals of Plant Disease Control." Professor DeWerth will discuss "What the Landscape Architect Expects in Plant Materials," and W. M. Ruff will talk on "Residential Site Development."

MISSISSIPPI PROGRAM.

The eighth annual convention of the Mississippi Florists' and Nurserymen's Association will be held June 26 and 27, at the Heidelberg hotel, Jackson. Air-conditioned facilities assure conventioners a comfortable stay, in spite of the fact that June is

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a hot month in Mississippi. Mrs. William Rush, Brent's Nursery, Jackson, is vice-president for the nurserymen's division.

Keynote speaker at the first general assembly will be Dr. Frank J. Welch, director of the Mississippi agricultural experiment station, whose topic is "Looking to the Future in Mississippi." A noon coffee hour at the governor's mansion will be another of the outstanding features of the convention, in addition to the banquet and dance that evening.

The first day's program will be devoted to a design school and to a growers' school, and the latter will be of interest primarily to growers of pot plants and gladioli.

While florists have a design school, growers of nursery crops will hold a session on the second day of the convention. E. W. McElwee, horticultural department, Mississippi State College, will speak on "Soil Testing and Use of Fertilizers." The "Propagation and Fertilization of Camellias" will be discussed by Prof. Henry Orr, horticultural department, Alabama Polytechnic Institute. Another member of Mississippi State College's horticultural department, Prof. F. S. Batson will speak on "Propagation of Woody Ornamental Plants by Seeds."

ST. LOUIS GROUP PLANS.

The Landscape and Nurserymen's Association of Greater St. Louis is completing final plans for a school for members and members' employees. This school will differ from previous schools in that it will consist primarily of field demonstrations. Included in the school schedule is the 2-day short course being held in conjunction with the Missouri State Nurserymen's Association at Columbia, June 28 and 29.

HEMEROCALLIS MEETING.

The national convention of the Hemerocallis Society will be held July 7 to 9 at Cleveland, O., with headquarters at the Carter hotel. Hosts will include members of the society in region 2, the Businessmen's Garden Club and the Cleveland Garden Center. General chairman is Eleroy L. Stromberg, 5287 Spencer road, Cleveland 24, O.

Devoted to growers and hybridizers, the program for the first day will be under the direction of Arnold Davis, director, and Thomas Manley, horticulturist, of the Cleveland Garden Center. Commercial growers plan to set up a committee to study

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standards and formulate a policy for the industry. They will also distribute catalogs, show slides and plants and answer questions posed by the general public at the Garden Center. Growers are invited to send clumps of their special varieties to be displayed in a special hemerocallis plot known as the growers' selection garden at the Garden Center.

The program for the second day will include a guided tour of the Squire Vallevue Farm test garden, the estate of the late Crispin Iglebay, the garden of President Norman Goss and the display at Wayside Gardens. Many other gardens also will be open to conventioners.

After an afternoon business session, a banquet will be served at the Carter hotel. At the evening meeting, Dr. Philip G. Corliss will show colored slides and speak on "The Best of the Old and New Day Lilies." Dr. S. L. Emsweller, of the United States Department of Agriculture, Beltsville, Md., will give the main address of the evening. The program for the final day has been set up to provide for a get-together at a breakfast at the hotel and garden visits.

**PROGRAM FOR
MICHIGAN CONFERENCE.**

The agricultural engineering building will serve as headquarters for the nursery and landscape nurserymen's conference to be held July 13 and 14 at Michigan State College, East Lansing.

F. L. ("Steve") O'Rourke, of the horticultural department, is cochairman of the conference and will preside at the first session Thursday morning. After a message of welcome by Dean E. L. Anthony, of the school of agriculture, Dr. H. B. Tukey, head of the horticultural department, will speak on "Progress in Ornamental Horticulture."

The other featured speaker of this session will be Dr. L. C. Chadwick, of Ohio State University, who will discuss "Small Nursery Management." The noon luncheon will be served at Shaw hall.

Prof. Harold Davidson, of the department of horticulture, the other cochairman for the conference, will preside at the afternoon session. First speaker will be Irvin J. Mathews, of Mathews Nursery & Seed Co., Gary, Ind., who will tell the group "How to Make a Million Selling Nursery Stock." "The Customer's Viewpoint" will be the subject of a talk by Ruth Mosher Place, garden editor for a Detroit newspaper, while "Atomic Salesmanship"

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will be that of one by Professor Davidson and J. Mahlstede.

"Nursery Sales Methods" will be the topic of the afternoon's panel discussion. Dr. Chadwick will act as moderator, and members of the panel will be Bernard Ward, Lansing; Joseph Poleo, Frank Coughlin, Jan B. Vanderploeg and George Young.

Paul R. Krone, of the horticulture department, will lead an inspection tour of the greenhouses at 4 p. m. Preceding the dinner at Shaw hall, the Michigan State College nursery and landscape alumni and students will hold a meeting which will be led by Barney Gleason.

After dinner there will be three group discussion meetings at 7:30 at the agricultural engineering building. Professor O'Rourke will be moderator for a panel discussion on propagation. Members of the panel will be Arthur L. Watson, Donald Cation, Barney Gleason, P. W. Robbins and John Keizer. Karl Dressel will be moderator for the discussion on landscape and tree maintenance, and the panel members will be Martin Olsen, Ted Smith, John Light, Harold Hunziker and Ernest Durrant. C. A. Boyer will be moderator for the discussion on pest control, and panel members will be Ray Hutson, Forrest Strong, Julius Hoffman and Arthur E. Mitchell.

The conference will meet in a general assembly at 9:15 that evening for the last session of the day. Donald P. Watson will serve as moderator in a discussion of "Slide Fest of Plant Materials." Assisting will be A. D. Slavin, Joseph Fleurent and C. E. Morris.

Professor O'Rourke will preside at the Friday morning session, at which the first topic will be a discussion "New Developments in Herbicides" by B. H. Grigsby, C. L. Hamner and R. F. Carlson. After he speaks on "Soil Management for the Small Nursery," A. D. Slavin will lead a panel discussion on "Soil Management."

Professor Davidson will preside at the last session Friday afternoon at which "Lawn Care" will be discussed by Prof. Carter M. Harrison, of the farm crops department. Inspections of lawn plots will be led by James Tyson, soil science department; of the forest nursery by Ira Bull, forestry department, and of the fruit orchard by H. A. Cardinell, horticulture department.

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tion for its summer meeting, August 10, Secretary-treasurer Albert F. Meehan announced. The nursery will be open for inspection from 10:30 a. m. until luncheon is served at 1:30 p. m. by the nursery.

CONVENTION FEATURES.

[Concluded from page 13.]

wrapped aerial layering. An automatic subirrigation bench for rooting cuttings in vermiculite will be in operation, filled with various cuttings. Another exhibit will display some of the new azaleas, day lilies and chrysanthemums recently introduced by the Department of Agriculture. In order to have this material in flower for July 17, considerable manipulation of the plants is necessary, and they are now being grown under carefully controlled conditions.

The United States Golf Association greens section will show some of its work on turf grasses and probably will have some promising grasses on display. The garden section of House Beautiful is planning an exhibit to demonstrate the use of plant materials in carefully designed plantings so arranged as to afford some control of temperature and wind movement in a home garden. All these exhibits will be open for inspection from Monday morning, July 17, to Thursday night, July 20.

Friday, July 21, the program includes a tour of the United States Department of Agriculture plant industry station, at Beltsville, and plant introduction garden, at Glenn Dale. At Beltsville the nurserymen will assemble in the auditorium, where they will hear short talks by members of the plant industry bureau staff on work of interest to the nursery industry. They will then visit the greenhouses and fields, where they will see the breeding work on azaleas, day lilies and chrysanthemums. The day lily plots should be in full bloom, and many new seedlings will be on display.

Following luncheon in the station cafeteria, the visitors will move on to the Glenn Dale plant introduction garden, where the division of plant exploration and introduction greenhouses and plots are located. There the nurserymen will see improved techniques in seed germination by use of sphagnum moss, also the vegetative propagation methods used for new introductions and plants difficult to propagate. There will also be an opportunity to observe the various introductions of ornamentals that are either untried or rare in this country and that are potential items for the nursery trade.

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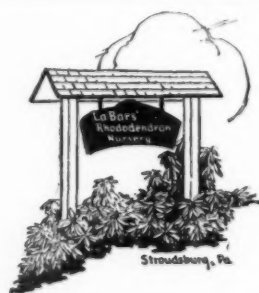
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FLORIDA CONVENTION.

[Continued from page 8.]

in fifteen different areas, with more than 175 buildings available for experimental research. He briefly listed some of the problems that are being solved through research and asked the florists and nurserymen to make use of the stations' facilities for solving their problems.

Soil Sterilization Material.

At their second session, members of the florists' group voted to make up designs at the Florida Association of Nurserymen's annual trade show to be held in November at Orlando. While the florists' group was having its session, the nurserymen again met to elect officers previously mentioned and to hear more speakers give timely talks.

A talk entitled "Insecticides and Other 'Cides'" was given by C. D. Pence, of the Dow Chemical Co., Midland, Mich. In general the talk centered around a discussion of Dowfume MC-2, a material used by many Florida nurserymen for soil sterilization. When used at the rate of one pound to 100 square feet of soil, Mr. Pence stated that Dowfume MC-2 would control nematodes and weed seeds to a depth of from eight to twelve inches. He stated that the material may be used within twelve inches of living plants without injury, and a period of from twenty-four to forty-eight hours must elapse before the soil may be used for planting. This time may be shortened by periodically aerating the soil. Experiment work carried out by the firm has shown that Sisalkraft paper is the best cover to use when treating plants with Dowfume MC-2. Soil temperatures should be at least 60 degrees Fahrenheit for most effective use, and the cover of Sisalkraft should be raised ten to twelve inches in the center to allow for dispersal of the material.

N. J. Daetwyler served as commentator during the second question and answer period at the conclusion of the meeting.

Entertainment Highlights.

E. Tinsley Halter served as toastmaster at the annual president's banquet and ball. Retiring President Calvin D. Kinsman installed new officers and received a plaque awarded to the retiring president. Entertainment features were a sacred Hawaiian hibus dance and several special 1950 versions by Princess Aloha Mahaini Muiaa, of the Hawaiian islands.

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Thuja Occ. Pyramidalis			Pachysandra Terminalis		
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Monday evening a water show entitled "Night in Palm Beach" was sponsored by the local Red Cross chapter and was staged in the swimming pool of the patio of the hotel. The show was followed by dancing.

STONECROPS.

[Continued from page 15.]

den and to his own delight also. But it is to the telephium section of the genus that one must look to find the kinds of greatest landscape value. Here we have *S. spectabile*, *S. sieboldi*, *S. ewersi*, *S. alboroseum* and others, all of much merit in the hands of the painters of landscape pictures. This is especially true if the artist has to work with a dry soil, as do so many of us in this country.

One of the loveliest garden pictures that come to my mind was made up of *S. spectabile* on a low man-made ledge backed by a dry wall dividing that part of the garden from a wide expanse of lawn. There in rich soil and in the dappled shade of a large oak tree, a mass of some thirty such plants, growing close to two feet high with broad heads of showy pink flowers set above a sea of glaucous leaves, made a truly spectacular planting.

On the other hand, *E. ewersi* is useful in another way. Its trailing stems, clothed in blue-gray leaves and terminating in clusters of deep rose-pink flowers in August, make it an admirable subject to spill down over rocks.

A Japanese species, *S. sieboldi*, is probably too well known to need extended comment. Its thick glaucous leaves arranged in threes on 8-inch stems and its showy clusters of rosy-purple flowers in late September and October are a part of many gardens, though usually too small a part. Its value as a landscape plant will never be appreciated, however, as long as it is used sparingly. Masses employed in ways similar to that mentioned for *S. spectabile* will produce impressive results, lasting from the coming of its lovely foliage in spring until it disappears before the onslaughts of frost.

Type *S. alboroseum* is scarcely distinctive enough to find a place in the average garden. But its variety variegatum, in which a broad white blotch decorates each leaf, is one of the most effective of plants with variegated foliage. Incidentally, it is usually found in nurseries as *S. spectabile* variegatum, but may easily be told as a form

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of alboroseum by its greenish-white flowers. Anyway, there is no known variegated form of spectabile. Like many variegated plants, it shows to best advantage and probably grows best in part shade. In good soil it will grow two feet tall and make a good ornament throughout the season.

A dozen or more sedums of special garden value will have to go unnoticed, but these notes should not be closed without mentioning *S. hispanicum* minus. It is the only truly perennial form of hispanicum I have ever seen which includes in addition to the type such names as glaucum, leiocarpum, eriocarpum, bithynicum, polypetalum, wrightmannianum, wittmanni and the patently false lydium glaucum. That feature, coupled with the entrancing blue of hispanicum foliage and its low stature of about an inch, make it one of the most valuable of the tiny species. This is true when it is used not only as a bedding plant, in which role it has played a prominent part at one time, but also for edging and as a rock garden ornament. It is not hard to picture practically every neighborhood grower selling this little stonecrop by the hundreds if he would show by example in his display garden how useful and lovely it can be.

If there is room for no more than a mere mention of two forms of *S. ewersi*, it should be made. There are few lovelier stonecrops and they are so seldom seen that a showing of the plants should clean out one's stock. The first of these, variety homophyllum, is ewersi reduced to a height of two or three inches and without the clasping leaves on the flowering stems. Formerly quite common in gardens, this is not easy to locate in nurseries at present, which should indicate a source of revenue to some enterprising grower. Reduce homophyllum a half or more and you will have variety hayesi. A mere scum of tiny ewersi leaves, it is a pretty ornament for the choicest spots in the garden.

In conclusion, I wish to stress that if we will forget the ready-made notion that stonecrops are too plebeian to receive our notice, the kinds mentioned here as well as a number of others will assuredly make our gardening easier and in many instances more effective. None of the kinds is restricted to the role or roles assigned it in these notes. Actually, owing to wide adaptability, their usefulness stops little short of the gardener's ingenuity. So you can enter upon the adventure of sedum collecting and propagating with every assurance of a pleasant journey and a profitable task.

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Big Turnout for California Course

By Howard C. Brown

An enthusiastic crowd of 325 nurserymen registered for the second annual refresher course for California nurserymen, which was held May 24 and 25 at California State Polytechnic College, San Luis Obispo, under the sponsorship of the horticulture department and the California Association of Nurserymen. Over fifty nurserymen had registered before 8 a. m., when the desk officially opened. And further evidence of the great interest in the program was shown in the attendance of over 200 persons at the closing session. All sections of California and some near-by states were represented.

One of the highlights of the program was the barbecue the evening of May 24 at Poly Grove. Hosts for the evening were members of the Tri-County chapter of the California Association of Nurserymen. While nurserymen and their guests feasted on king-size steaks and beans prepared and served by students in horticulture, entertainment was provided by the glee club quartet.

The course opened Wednesday morning with a message of welcome by the president of the college, Dr. Julian A. McPhee. Besides noting the excellent turnout and greeting old friends in the trade, he outlined briefly the history and objectives of the college. The president of the California Association of Nurserymen, Syd Whitehorn, of Fresno, acknowledged this welcome on behalf of the nurserymen and also outlined the objectives of the refresher course.

In the absence of the chairman, Bert T. Kallman, of Santa Barbara, Prof. W. B. Howes, head of the ornamental horticulture department, officially opened the program. He stated that for the duration of the course the nurserymen should consider themselves as students and the speakers as their instructors. Ample time was provided between sessions to permit tours of the horticulture department nursery.

The opening session featured four speakers. The talks by two are summarized here. The remarks of some of the other speakers at the 2-day course will be published in a subsequent issue. Ray D. Hartman, president and manager of Leonard Coates Nurseries, Inc., San Jose, prefaced his talk on "Trends in Nursery Stock Merchandising" with a short

discourse on the various kinds of horticultural work in which he had been engaged for the past forty-two years, humorously indicating that he had never been out of a job nor had time to look for anything else to do.

During the time that he has been in the nursery business, the population of California has increased from less than 2,000,000 to over 10,000,000, and the number of nurserymen from a few hundred to over 5,000 licensed in 1950. Construction is five times greater than in the six other bordering states. California ranks first in the country in the purchase of nursery stock and gardening materials. Though a large quantity of roses and other ornamentals is shipped out of the state, California is still, by far, a consumer state in the nursery picture. So the problem is

one of proper merchandising, and by proper Mr. Hartman said he meant a businesslike, ethical and practical manner. He emphasized that quality and service should be the retailer's watchwords.

The greatest progress in nursery merchandising has been in the past ten years, Mr. Hartman believes. One marked trend is toward modernization of sales and display grounds.

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He feels that California nurserymen are more up to date in this regard than nurserymen elsewhere, but they can largely thank their climate for being able to have a nearly year-around selling season and the types of construction.

Another trend in merchandising is found in the movement tax of many businesses to decentralize locations. Establishment of shopping centers provides a ready-made traffic center with other retail establishments drawing people and with ample parking facilities. Nurserymen might give thought to this idea in planning locations of sales grounds.

Trends in merchandising that take the form of public relations are important because anything that lets the customer know more about one's business and the people in it is constructive. Mr. Hartman told how his firm had recently held garden forums for the public which he had persuaded the county's leading newspapers to sponsor so that they would be free of the label of commercialism.

His firm also had taken a 16 mm. color movie of operations at the nurseries and on its landscape jobs which is accompanied by a sound narrative. There have been many requests for the film from various organizations, he said. While reference is made to the firm name a couple of times, the film is largely noncommercial and designed primarily to educate the public.

Open houses and festivals are other forms of public relations which nurserymen are taking advantage of more and more.

The well known hybridizer for Armstrong Nurseries, Ontario, Herb C. Swim, spoke on "Research and Its Importance to the Nursery Industry." He said that his job is to introduce new plants which have certain advantages over the older, standard varieties and which, for that reason, are easier to sell. These advantages are sales points on which to base an advertising and a sales program. Each new improvement makes a plant that much easier to sell. There is no excuse for the introduction of a new variety unless it does have some qualities that are different and far superior to the qualities already to be found in available varieties, he said.

"If you produce a better new rose," Mr. Swim said, "the world will beat a path to your door as surely as if you had built a better mousetrap." As an example, he told of his firm's success with the rose Charlotte Armstrong, how sales had continued to

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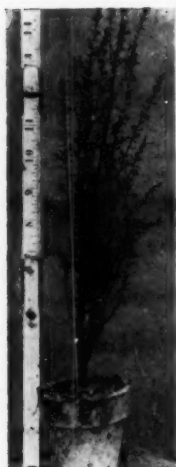
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grow each year though the firm has spent far less in advertising this variety than on many others.

Gone are the days of the large estates where no tree was too big to be planted on the grounds. The trend is not a lessening of interest in these varieties, he believes, but a matter of necessity because planting space is limited for most people. Research has kept pace with the times by trying to combine ornamental and fruiting qualities with dwarfness so nurserymen may benefit.

Mr. Swim urged more nurserymen to try research. A knowledge of genetics is not essential, he said, but the researcher must be a meticulous and analytical observer. And a large working space is not needed. He pointed out that some of the world's most famous plant breeders have operated on a smaller scale than most small nurserymen.

The other two speakers and their topics were Ed R. Rowe, Lompoc, "Native Plants and Their Use in Nursery Practice," and R. D. Roberts, credit manager of the Union Oil Co.

After lunch in the college cafeteria, the group assembled to hear Dave Stump, general manager of Armstrong Nurseries, Ontario, speak on "Nursery Advertising and Promotion." The rest of the afternoon was devoted to a panel discussion on "Soil Sterilization Problems in Nursery Practice." Panel members were Prof. K. F. Baker, division of plant pathology; Prof. M. R. Huberty, division of irrigation and soils, and Prof. Philip A. Chandler, division of plant pathology, all of the University of California at Los Angeles, and Prof. J. R. Tavernetti, division of agricultural engineering, University of California at Davis.

The Thursday morning session opened with a talk on "Shade Trees," by Prof. H. M. Butterfield, University of California at Berkeley. Then three nurserymen gave talks. Paul Moulder, Moulder Bros., Glendale, spoke on "Self-service as Applied to Retail Sales"; Jack Evans, Evans & Reeves, Los Angeles, spoke on "Landscaping in Connection with Nursery Practice," and Robert Kallman, Kallman's Garden Nursery, Santa Barbara, spoke on "Retail Nursery Selling from the Younger Generation's Viewpoint." To conclude the session H. W. Siegelman, division of ornamental horticulture, University of California at Los Angeles, spoke on "Pitfalls in Propagation."

After luncheon, the program was resumed with a talk on the "Im-

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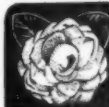
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portance of Budwood Selection to the Nursery Industry" by Dr. Donald M. Coe, plant pathologist for the state, Sacramento. After Professor Butterfield gave a talk on "Ground Covers," a movie was shown of the growing grounds of the Leonard Coates Nurseries, Inc. The last talk of the course was by Prof. W. B. Howes, on "College Training of Nursery Workers."

SOUTHWESTERN NEWS.

George W. Kinkead died at his home at Troy, Kan., April 22 at the age of 82. At the time of his death Mr. Kinkead was secretary of the Kansas State Horticultural Society, a position he had held for sixteen years.

H. L. Drake, Bethel, Kan., is the new secretary of the Kansas State Horticultural Society. A former president of the society, Mr. Drake operates a 95-acre orchard near Bethel. He is also a member of the Kansas agricultural council and the state farm bureau.

Myers Nursery is the name of a newly established business at Dodge City, Kan.

The name of the Bowman Nursery, Amarillo, Tex., has been changed to Zack's Nursery.

Cook & Cone, Ottawa, Kan., were awarded the contract for a roadside improvement job in Haskell county for \$2,568.35, and one in Kearney county for \$4,046. Three contracts for roadside improvement work in Phillips county, Kansas, were let to Edward Heffel, Dorrance, for a total of \$11,472.48.

The Kansas City Star recently reprinted the following item from its files of April 29, 1910: "Frank Holsinger, horticulturist of Rosedale in cooperation with Stark Bros. Nurseries & Orchards Co., has distributed free to the school children of that town 4,000 apple trees, 2,500 pear trees, 4,000 cherry trees, 2,000 peach trees, 10,000 grapevines and 1,500 rosebushes. The children are to make weekly reports to their teachers on the success or failure of their plantings." Frank Holsinger was associated with the Holsinger Nurseries at Rosedale. The nurseries are still in business, being operated by Lawrence Wilson and his son, Eugene.

The state nursery at Hays, Kan., operated in connection with the state experiment station, will be discontinued in 1951. The distribution of seedling and ornamental nursery stock that has been handled by the state nursery will be taken over by commercial nurseries. J. J. P.

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CALIFORNIA CONVENTION COMMITTEE CHAIRMEN.

Bert and Richard Plath have been named general chairmen for the annual convention of the California Association of Nurserymen, which will be held September 12 to 14 at Santa Cruz. Other committee chairmen are as follows:

Publicity, Frank James, E. James Nursery, Oakland; program and entertainment, Charles Burr, California Garden Supply Co., Belmont; finances, Jule Christensen, Christensen Nursery, Belmont; decorations, Arthur Hyde, H. A. Hyde Co., Watsonville; transportation, Benjamin Roth, Alladin Nursery, Watsonville; housing, Frank Reinvelt, Reinvelt's Capitola; exhibits, John Edwards, Edwards Camellia Nursery, East Palo Alto, and registration, James Clarke, W. B. Clarke & Co., San Jose, and Clifford Hyde, H. A. Hyde Co., Watsonville. W. B. B.

REDWOOD MEETING.

There were twenty-three present, including two guests and the speaker, at the seventy-fifth meeting of the Redwood Empire chapter of the California Association of Nurserymen, held at Frediani's, near Sebastopol. The meeting was called to order by President Leo Ihle, Birchlane Farm & Gardens, San Rafael.

William Silva spoke on the value of displaying roses on Mothers' day, pointing out that roses in bloom stimulate rose sales.

Clyde von Grafen, of Santa Rosa, the chapter's state director, reported

on the recent meeting of the board of directors of the state association, at which the matter of assessment of nursery stock was discussed. He said that Elmer Merz, executive secretary of the state association, would like to receive reports from members of their own estimate of the value of their stock and also the one presented by the assessor, so that a reasonable and equitable basis for an assessment plan could be worked out. If there is any disagreement as to the amount of assessment, the nurseryman should pay under protest and include both the protested amount and the one considered fair in his report to Mr. Merz.


Joe Badger, program chairman, introduced the speaker of the evening, Bob Mohrer, chairman of the Redwood Empire chamber of commerce. Mr. Mohrer said that the various nurseries in the Redwood empire are major business enterprises and that they create value in the region. He also stressed the fact that a cheaper and more plentiful supply of water is a prime necessity for that area and urged support of the proposed plans for a series of dams to be built on the Russian river. His theory is that these dams would supply that region with an ample supply of water at a reasonable rate.

Ernest Munson, Sec'y.

CENTINELA GROUP MEETS.

The regular monthly dinner meeting of the Centinela chapter of the California Association of Nurserymen was held May 15, at Inglewood.

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Mrs. Beatrice Sim, Alexander B. Sim Nursery, Manhattan Beach, reported on a recent meeting of the board of directors of the state association to which she is a delegate. Elmer Merz, executive secretary of the California group, was present and elaborated on Mrs. Sim's report by explaining certain decisions of the directors. He emphasized the importance of attending the state convention to be held at Santa Cruz, September 12 to 14.

L. M. Hammond, Sec'y.

SAN JOAQUIN MEETING.

The May meeting of the San Joaquin Valley chapter of the California Association of Nurserymen was held at Metcalf's dinner house, Madera. A superb dinner of barbecued beef, homemade wine and pie a la mode was served. The ice cream was made by Mr. and Mrs. Howard Riggs, Riggs Camellia Garden, Madera. The wine was furnished by A. La Mattina, Madera.

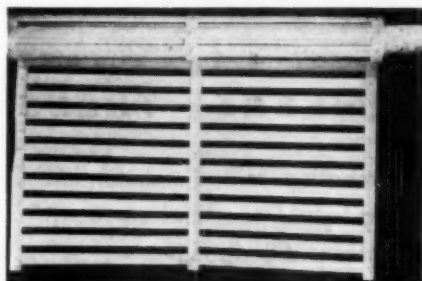
The program chairman, Mr. Riggs, presented an excellent and original program. Two talented hula dancers in native costume performed dances that were authentic as well as aesthetic. It might be added that the dancers were both blonde and all of 4 years old.

The guest list included the agricultural commissioner for Madera county, Mr. McLean and his wife, Herbert Yoshida and A. La Mattina.

A report on chapter membership was given. It is hoped that the quota of fifty members will be filled by convention time in September. The Gateway Nursery, Visalia, was voted in as a new member.

The San Joaquin Valley chapter's bid that the California Association of Nurserymen hold its 1950 convention at Yosemite national park was discussed. Accommodations, rates and recreational and entertainment facilities were described by the state di-

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rector, Willis Stribling and found to be promising. The members voted to accept the responsibility and work involved in arranging a convention.

President Wilbur Wilhelm, Dinuba Nursery, Dinuba, appointed a committee composed of George Walder, S. H. Whitehorn and G. C. ("Cliff") Oliver to nominate candidates for next year's officers. The nominations will be voted on in September.

The monthly meetings will be discontinued during the summer and will be resumed September 7, at the Fort Washington Golf Club, Fresno. Andrew S. Caglia, Andy's Nursery, Fresno, will be host.

Ivan L. Stribling, Sec'y.

W. E. SILVA IN PAPER.

The Sebastopol Times of Sebastopol, Calif., recently introduced William E. Silva to its readers in a front-page feature story about the nurseryman's work in hybridizing and developing rose and berry plants at his ranch on Water Trough road near Sebastopol.

An accompanying photograph showed Mr. Silva demonstrating how to hybridize roses to develop new types. This year he has some 14,000 rose seedlings, approximately fifty per cent of which are from hand-pollinated seeds. In addition to roses and berries, he also is working with flowering quince, petunias and weigelas and is experimenting with gaillardias to produce a good red shade.

Mr. Silva opened the nursery to the public May 12 for its fifth annual rose day. He has been in the nursery business for ten years in the San Fernando valley, near Los Angeles, and at his present location for the past six years.

CALIFORNIA NOTES.

Adrian J. Schoorl has discontinued his garden supply stores at Burlingame and San Carlos to devote all his time to Schoorl's Seed Store, San Francisco, a wholesale business which he has conducted for many years.

Richard L. Plath, H. Plath & Sons, San Francisco, recently returned from New York city and other eastern points he visited in a new car he purchased at Detroit on the way east.

A new firm, the Carrigan & Van-Sant Nursery, is opening in the Broadway area at Oakland. Mr. Van-Sant, who until recently has been calling on the trade in the bay area for the H. V. Carter Co., will now give most of his time to the new ornamental nursery. Mr. Carrigan will

continue to devote much of his time to the greenhouse range for potted plants he has operated for a number of years.

James Clarke, W. B. Clarke & Co., San Jose, was on an extended business trip in the east when his son-in-law died suddenly, leaving a widow and two young children. The young man was not connected with the nursery business.

A new office building at W. B. Clarke & Co., San Jose, has replaced the old one that was used since the nursery was started over fifty years ago.

Paul Von Kempf, Sr., who founded the Pacific Nurseries, Colma, before the start of the current century, recently returned from an extended stay in southern California. He is now planning a trip of several months to the cooler mountain areas of the state to take advantage of the excellent fishing. A new salesroom was recently built at the Pacific Nurseries, which are now being operated by his son, Paul, Jr.

Gordon Courtright has announced plans for the construction of a new building at the East Bay Nursery, San Pablo avenue, Berkeley. The first floor of the 2-story building will be devoted to a nursery and garden supply salesroom, offices and storage room, while the second floor will be rented out to several doctors. Expanded parking space is being planned.

The Schmidt Nursery, Palo Alto, has postponed until fall the formal opening of its new office and salesrooms in the modern building now under construction. Although it has a large entrance on the street, the new building actually faces inward to front a large lath house in which plants will be displayed. The Schmidt Nursery did primarily a wholesale business in the past, but it is planned to increase retail sales at the cost of the wholesale business until additional greenhouses can be built on less expensive land. The nursery specializes in fuchsias and pelargoniums. Pictures of such plants from the Schmidt Nursery were recently featured in an article in Sunset Magazine showing the use of these plants in home plantings.

Retirement plans are being made by Mr. and Mrs. Julius P. Gunzelmann, who in 1946 opened the Broadway Garden & Pet Supply at Burlingame. They are selling the business to Mr. and Mrs. C. W. Draper, who are newcomers to this field. The Gunzelmanns also operated the Lomita Park Nursery, Lomita Park, for many years until they sold it soon after the end of the war. W. B. B.

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Paul E. Van Allen

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Available in rooted cuttings and field
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Strong, field-grown divisions, plants inspected.
We still have lots of mums for immediate
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and by the time this ad appears, we will
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Autumn Sunlight, new golden-vel.	1.00 6.00
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Murmur, incurved amaranth-pink	1.50 10.00
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Pink Pearl, tall rose-pink Pompon	1.00 6.00
Pk. Radiance, extra-hdy., soft pk.	1.00 6.00
Polar Ice, pure wh., upright stems	1.00 6.00
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Red Gold, bril. red-gold Pompon	1.00 6.00
Red Velvet, double, velvety crim.	.75 4.00
Rosita, Persian-rose Button-Pom.	1.25 8.00
Salute, colorful deep purple...	1.25 8.00
Sept. Dawn, large lavender-pink...	1.00 6.00
Sept. Sunbeam, bright early vel.	1.00 6.00
Sequoia, large, dbl. mellow amber.	1.00 6.00
Spellbound, deep lavender-pink...	1.25 8.00
Successor, early two-toned orchid	1.25 8.00
Sunny Boy, early bronze-yel. Pom.	.60 3.00
Tampico, tall gold-bronze Pompon	1.00 6.00
Tangerine, shaggy Spanish-orange	1.00 6.00
Tiffany Rose, brilliant deep rose...	1.25 8.00
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Wren, tall yellow and red Button	1.25 8.00
Yellow Avalanche, large soft vel.	1.25 8.00
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Bronze Cushion, pinkish-bronze...	.60 3.00
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Nanook, compact mounds of white	1.00 6.00
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Purple Carpet, purple, Button-type	1.00 6.00
Rose Mound, dp. rose, Button-type	1.00 6.00
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Winnetka, bushy plants, dbl. white	.75 4.00
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Not less than 25 of a variety at the 100 rate.	

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Attractive colors that endure are more pre-
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Growers who desire to participate in profits
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one of our variety selections. Every one a
gorgeous, early-to-late blooming assortment
of representative varieties, including many of
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ROOTED CUTTINGS, labeled, true-to-name.
50 each, 20 kinds, 1000 plants \$35.00
25 each, 20 kinds, 500 plants 20.00
10 each, 20 kinds, 200 plants 12.00
5 each, 20 kinds, 100 plants 8.00
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For strong, 2-in. Vita-Band pots add 6c
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Assortment of 250 newest, popular and
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SPRING TRADE LIST, 1950.
POT-GROWN EVERGREEN LINERS.

Per 100 Per 1000	
Juniperus chinensis pfitzeriana	
1-yr., 4 to 5 ins.	\$0.20 \$0.18
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1-yr., 4 to 5 ins.	.20 .18
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1-yr., 3 to 4 ins.	.17 .15
Taxus media hickel	
1-yr., 4 to 5 ins.	.17 .15
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HEAVY ROOTED CUTTINGS.
From flats, rooted outside in lath house.

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Juniperus chinensis pfitzeriana	\$0.12 \$0.10
Juniperus communis hibernica	.08 .07
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Arborvitae, pyramidalis, outside flats.	
1-yr.	.09 .08
Arborvitae, Globe Woodward	.08 .07
Arborvitae, American Dark Green	.09 .08
Taxus media hickel	
1 yr.	.09 .08
Taxus cuspidata	.08 .07
Euonymus patens, outside frames.	
1 yr.	.07 .06

2 per cent discount and free packing for
cash with order. Samples on request.

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Tipp City, Ohio

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SEEDLINGS AND TRANSPLANTS.

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Per 100 Per 1000

American Red Pine.	
2-0, 2 to 4 ins.	\$4.00 \$30.00
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2-yr., 4 to 6 ins.	3.00 25.00
Larch, 2-yr., 5 to 8 ins.	2.50 20.00
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2-yr., 5 to 8 ins.	2.00 15.00
Mugho Pine, 2-yr.	
Dwarf, Austrian	2.50 20.00
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All stock offered subject to prior sale. Five
per cent discount on orders of 25,000 or more
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Excellent Root Systems—Sturdy Plants.
50¢ at 1000 rate. No charge for packing or
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wise, one-half cash with order, balance
C.O.D.

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(Nursery: Pine Flats, Pa.)
Indiana, Pa.

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Per 100

American Holly, 4 to 8 ins. tr.	\$10.00
Red-fig. Dogwood, 10 to 15 ins. grafts.	75.00
Tamarix Summer Glow (rare).	
12 to 24 ins.	22.50
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Pfitzer Spr. Juniper, 4 to 6 ins. tr.	22.50
Franklinia (rare), 8 to 12 ins. 2-yr.	25.00

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LINING-OUT STOCK.

ARBORVITAE	
Chinese Pyramid, 1-1, 3 to 8 ins.	\$5.00 \$45.00
Dwarf Oriental, 1-1, 3 to 8 ins.	5.00 45.00
Chinese, 1-1, 3 to 8 ins.	4.00 35.00
Chinese, 2-0, 3 to 5 ins.	3.00 25.00
SPRUCE	
Norway, 2-0, 2 to 6 ins.	2.50 20.00
Norway, 2-1, 2 to 6 ins.	4.00 35.00
Black Hills, 2-1, 2 to 4 ins.	4.00 35.00
Black Hills, 2-1, 4 to 6 ins.	5.00 45.00
Colorado Blue, 2-1, 1 to 3 ins.	4.00 35.00
Black, 2-1, 2 to 6 ins.	4.00 35.00
Black, 3-1, 6 to 10 ins.	5.00 45.00
PINE	
Mugho, 2-0, 2 to 4 ins.	3.00 25.00
Scotch, 2-0, 3 to 6 ins.	3.00 25.00
Table Mountain, 1-0, 2 to 4 ins.	2.50 20.00

Terms, 2 per cent for cash with order.
JOHN G. ZELENKA
Rt. 2, Box 293 Grand Haven, Mich.

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Hybrid seedlings, seeds selected from our
own grafted hardy varieties.

Per 100	
4 to 6 ins.	\$35.00
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Hardy hybrid grafts. Named varieties.
Write for list of varieties and prices.

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Buxus suffruticosa (Old English).

Per 100

4 to 6 ins.	\$20.00
6 to 8 ins.	35.00

THE LEVICK NURSERY CO.
R.F.D. 3 Bridgeton, N. J.

LINING-OUT STOCK.

1-yr. bedded. Per 100 Per 1000

Taxus hickel	\$15.00 \$125.00
Taxus cuspidata	15.00 125.00
Taxus hatfieldi	17.50 150.00
Taxus brevifolia	20.00 200.00

Taxus canadensis

2-yr. tr., 4 to 6 ins.	7.00 60.00
2-yr. tr., 6 to 9 ins.	11.00 100.00
4-yr. tr., 9 to 12 ins.	16.00 150.00

Complete list of liners on request.

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Arborvitae,

orientalis compacta, 2 to 4 ft.

orientalis, 3 1/2 to 5 ft.

Berkmanns, 15 to 18 ins.

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Irish, 3 to 4 ft.

Grafted, in variety, 3 1/2 to 5 ft.

Can still furnish some Taxus.

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Fisher's Pink, Pride of Mobile, Pride of

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cuttings, \$4.50 per 100; \$46.00 per 1000. 2-yr.

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Immediate or future delivery.

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UNROOTED CUTTINGS OF PITZER

JUNIPER, 6 to 10 ins. long, not trimmed.

Moss packed; express only, \$10.00 per 1000.

Cash with order.

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Highest-quality Liners and Finished Trees.

Bare roots and B&B; packed for shipment.

Write for complete price list.

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PER, dirt bed rooted, 6 to 10 ins. long, strong.

\$15.00 per 100; \$150.00 per 1000. Cash.

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RED CEDAR LINERS—10,000 Juniperus

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ATTENTION NURSERYMEN!

SURPLUS OF 2-YR. APPLE.

Twelve Leading Varieties.

Must Move This Fall.

Now booking for all delivery at these attractive low prices:

7/16-in. cal., 3 to 4 ft.	Each \$0.10
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ALSO A LIMITED SUPPLY OF

2-YR. PEAR AND CHERRY.

Can take a few more contracts on 1-yr. Peach for fall, 1951, delivery.

Mail, Wire or Phone Your Requirements.

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VINCA MINOR—Hardy Myrtle (Periwinkle).

For immediate delivery. Individually made up, long canes up to 18 ins. in large clumps, 15 to 30 leads. Very thrifty, prompt shipment, \$37.00 per 1000 clumps. Any quantity, 2 per cent cash discount if check accompanies order.

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EUONYMUS RADICANS VEGETUS.

Strong, 1-yr. cuttings.....	Per 100	Per 1000
Rooted cuttings from sand.....	\$12.00	\$100.00
Full Shipment.....	8.00	75.00
PLANE VIEW NURSERY	300 at 1000 rate	Newport, R. I.

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Strong, 1-yr., field-grown, \$65.00 per 1000. HILLCREST GREENHOUSES Franklin, Pa.

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HARDY PERENNIALS.

Strong, rooted divisions.

300 at 1000 rate

	Per 100	Per 1000
Anthemid Moonlight	\$3.00	\$75.00
Hardy Aster		
Beechwood Challenger, bright red	6.00	50.00
Sunset Pink, lavender-pink.....	6.00	50.00
Helenium Gargensonne, golden-yellow	8.00	75.00
Polemonium Blue Pearl.....	8.00	75.00
PLANE VIEW NURSERY		Newport, R. I.

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Pay most profits, 30 per cent of the demand is for red varieties. They bring largest retail prices. Here are three best reds: Karl Rosenfeld, crimson; Mona, Martin Cahuzac, darkest red; Longfellow, bright red. Divisions: \$5.00 per 10; \$40.00 per 100; \$350.00 per 1000. Cash with your order, please.

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GYPSOPHILA.

Bristol Fairy, grafted.

2 1/2-in. pots	\$3.00	\$20.00	\$180.00
25 at 100 rate.....	550	at 1000 rate.	

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David L. Guenther, prop.

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BLEEDING HEARTS.

	Per 100
Dicentra spectabilis, 3 to 5-eye.....	\$25.00
Dicentra spectabilis, 5 to 8-eye and up.....	35.00
Dicentra eximia, 3 to 5-eye.....	15.00
Dicentra eximia, 5 to 8-eye and up.....	20.00
J. HENDRIKS, Grower	Portage, Mich.

PERENNIALS.

New and Standard Kinds.

A most modern and complete selection.

New Wholesale List now ready.

Send for your Free Copy Now.

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LYTHRUM MORDEN'S PINK.

Strong rooted cuttings.

Immediate shipment.

\$8.00 per 100, \$75.00 per 1000.

300 at 1000 rate.

PLANE VIEW NURSERY

Newport, R. I.

See our Chrysanthemum ad in the May 15 issue. 300 kinds Hardy Chrysanthemum plants or divisions, 4c ea. H&E or Supreme Daisies, Gaillardia aurea, pure, 1 1/2c ea. Morden's Lythrum, 8c ea. Named Iris. HILL-VIEW GARDENS, Fort Madison, Iowa.

SEEDS OF HARDY PERENNIALS.

700 varieties and species.

Offered in our special wholesale price list of perennial seeds, plants. Sent on request. REX. D. PEARCE, Dept. N, Moorestown, N.J.

America's Best Source

for Hardy Plants is

THE WAYSIDE GARDENS

Mentor, Ohio

Write for Trade List.

Pansies, perennials and rock plants in wide variety. Send for catalog. PITZONKA'S PANSY FARM Bristol, Pa.

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ILEX OPACA. Large, old, XXXX specimens, 10 to 14 ft. high, 9 to 14 ft. broad; dense over-all. Wonderful root systems in clay; no taps. Balled, platformed and loaded; 1 to 5 tons each. Expert bailing by foreman with 25 yrs.' experience. Well berried females, \$65.00 to \$135.00 each. Males, 25 per cent less. Rooted cuttings from best variety types; guaranteed female (berry-bearing), 1 to 2-yr., knocked from 3 to 7-in. clay pots; 4 to 8 ins.: \$225.00 per 1000. 8 to 12 ins., \$500.00 per 1000. F.O.B. Ask for booklet "XB" Holly. EARLE DILATUSH, Holly Specialist (On Rt. 25) Robbinsville, N. J.

LILY BULBS

HARDY NORTHERN-GROWN LILY BULBS.

New, rare, scarce and unusual as well as standard varieties.

New wholesale list now ready.

Send for your free copy.

J. HENDRIKS, Grower Portage, Mich.

Double Tiger Lilies, 4 to 6 ins., \$8.50 per 100.

The EVERGREEN NURSERIES, Lowell, Ind.

ROSEBUSHES

ROSEBUSHES.

Fall, 1950. Spring, 1951. A wise man once said, "There is no substitute for quality." The same holds true today. We specialize in quality, not quantity rosebushes. As a consequence we never have enough and, more especially, this year when everyone has a short crop. Don't be one of the many who will get a "Sorry, sold out" when they order roses this fall. Write today for prices and variety lists.

NEW LONDON ROSES

Box 876 Overton, Tex.

ROSES.

See our display ad on Roses, page 26 of this issue.

OZARK PLANT FARMS, Inc.

Seminole Drive Springfield, Mo.

SEEDS

Absolutely finest-quality pansy seeds, named varieties and blends, own breeding. Send for color-illustrated grower's catalog. THE CLARKES, Box 440N, Clackamas, Ore.

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30 to 36 ins., B.R.....	Each \$1.75
24 to 30 ins., B.R.....	1.40
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PINK DOGWOOD, liners, dormant, budded fall of 1949, 25c each.

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3 to 4 ft., B.R.....	Each \$0.60
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20x14x2 1/2	24.56 per 100
20x14x3	28.68 per 100
22x15x2 1/2	28.14 per 100
22x15x3	22.62 per 100

All other sizes quoted on request. Prices F.O.B. Birmingham.

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3 1/2 x 1/2 ins., notched, not wired.....	Plain Painted \$2.50
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Sq. Ft.	Length and	Price
Unit Heated Watts	Volts No. Units	
A 20	200 110 1- 60 ft.	\$13.48
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IDENTIFIED with the California seed business for nearly a half century, Manfred Meyberg, president of Germain Seed & Plant Co., Los Angeles, was elected to honorary membership in the Pacific Seedsmen's Association at the annual convention in May. He was instrumental in the organization of this group and also of the California Seed Association. Mr. Meyberg was also one of the organizers and served as president of the Southern California Horticultural Institute. He is vice-chairman of the California International flower show, which was founded by the institute.

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...faster

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FILCOAT coated (pelleted) seed quickly absorbs sufficient moisture to disintegrate allowing **FILCOAT** coated seed to start germination immediately. Other coatings, impervious to water, have a tendency to bind the seed and retard or prevent germination.

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FILTROL CORPORATION
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OBITUARY

John C. Bunch.

John C. Bunch, of J. C. Bunch & Son, Terre Haute, Ind., died May 12 at Barnes hospital, St. Louis, Mo. The 59-year-old nurseryman was serving his second term as the president of the Indiana Association of Nurserymen at the time of his death. He had served as vice-president in 1948 and on the executive committee in 1946. The firm is also a member of the American Association of Nurserymen and the National Landscape Nurserymen's Association.

He was born and spent his boyhood in Knox county, southern Indiana. He moved with his family to Terre Haute in 1907 and was married there four years later. Working in the railroad shops at this time, Mr. Bunch did some gardening as a hobby only.

It was not until 1917 that he quit working for the railroad to plant peach trees on five acres of a newly purchased 8-acre tract south of Terre Haute. His brother-in-law helped him build some greenhouses for the growing of leaf lettuce, a venture which turned out to be so successful he soon built four more greenhouses for vegetables.

Mr. Bunch became interested in landscape work through an old German gardener who lived next-door. After he started helping this man in 1920, his enthusiasm for landscaping prompted him to read and study everything he could on the subject of plants, shrubs and evergreens. His first landscaping job was to plant his brother-in-law's new home in 1923. His landscape business grew so steadily that by 1928 he sold his interest in the greenhouses to devote all his time to his own landscape business which he started the next year on East Hulman Street road. In 1936, his son, Troy, started in business with him and was taken into the firm in 1945 as a partner.

Survivors include his widow; a son, Troy; two daughters, Mrs. Louise Beddow and Mrs. Lucille Fairs; two brothers, and four sisters.

William T. Hoag.

William T. Hoag, manager of Floradale Farms of the W. Atlee Burpee Co., Lompoc, Calif., died April 6 after failing to rally from a stomach operation performed in Lompoc hospital. He was 54 years old.

Born at Mauch Chunk, Pa., Mr.

MAHALEB SEEDS

For best results plant our Toppenish-grown seeds, as our seed orchard has been checked for virus and rogued more carefully than any other seed orchard in America, so far as we can learn. It is a continuing process carried out under the Washington State Nursery Improvement program, and the checking and elimination will be carried on each year.

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and plant our carefully grown and checked Mahaleb seeds. They are cleaned and floated to remove poor seeds; they are of high germination, and delivery is in July or early August, so you can stratify promptly and thus secure maximum yield.

Let us quote you today.

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Write today for quotations.

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Control Soil Pests and Weed Seeds!



Soil Fumigation with DOWFUME MC-2 is

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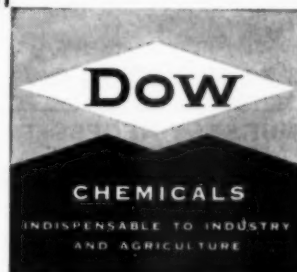
When properly applied under a gasproof covering, Dowfume MC-2 gives satisfactory control of weed and grass seeds, stolons and roots of perennial plants, nematodes and soil insects throughout the tilled layer of soil. Aeration is rapid—planting may be done within 48 to 72 hours. At higher concentrations, Dowfume MC-2 controls certain plant diseases.

Your Dow dealer can supply you with Dowfume MC-2 and the simple "Jiffy" applicator, tubing and gasproof cover for its application. Or you may write our Fumigant Division for complete information.

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Hoag began his employ with the W. Atlee Burpee Co. at the age of 19. When he returned from World War I, he worked for Burpee's at Philadelphia and then was transferred to the Fordhook Farms. Four years later, he was transferred to the Floradale Farms in California.

The first year Mr. Hoag was at Floradale, he discovered the mutation which was to become the famous Fluffy Ruffles sweet pea. He became manager of the Floradale Farms in 1932, a position he held until his death.

Surviving are his widow, Lois, and two children, Lenore and Jim. His son works at Fordhook on vegetable research.

Bonne Ruys.

Bonne Ruys, of B. Ruys, Ltd., Dedemsvaart, Holland, and a well known figure in international nursery trade circles, died April 24 at the age of 84. Although he had retired from active participation in the business in 1942, Mr. Ruys had remained as chairman of the board of directors.

He was an officer of the Order of Orange-Nassau and of the Order of Merite Agricole, and an honorary member of the Royal Netherlands Botanical Society.

RUBBER BUDDING STRIPS AND PEACH PITS

BUDDING STRIPS

Gauge	Width	Length	1 to 10 lbs. Per lb.	10 to 50 lbs. Per lb.	50 lbs. up Per lb.
.020	3/16 in.	4 ins.	\$1.45	\$1.35	\$1.15
.010	3/16 in.	4 ins.	1.75	1.65	1.45

LOVELL PEACH PITS—1 to 5 bu., \$3.50 per bu.; 5 to 10 bu., \$3.25 per bu.; 10 to 25 bu., \$3.10 per bu.; 25 to 100 bu., \$3.00 per bu.; 100 bu. up, \$2.75 per bu.

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Rocks, trash separated. Grinds manure and tough organic matter through rolling screens, wet or dry. Screens fine as wanted through perforated screens. Various models and combinations available with or without elevator.

Many nurserymen are using this combination to grind and screen compost and soil for sale.

A profitable investment for anyone giving landscape service or for preparing compost for any growing need.

Write for particulars.

W-W GRINDER CORP. Dept. F
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For better control of
LACE BUGS
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and many other nursery pests.

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For most species of borers on deciduous trees. Apply as protective measure. Used by leading tree companies.

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A scientific wax emulsion. Can be applied with spray equipment. Retards and reduces loss of moisture. Permits transplanting out of season.

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Roller Bearing WEEDER



The **BARKER Weeder-Mulcher-Cultivator.** Saves You Time—Saves You Labor—Write for literature, sizes and new low prices.

The new Barker Weeder, Mulcher and Cultivator has tubular steel handle, ventilated filler drum, adjustable lower knife, dust excluder tube, and 60 degree V type five shovel bar that moves the dirt toward the plants, leaves no ridges and does not trash up so easy. Much easier to use; does far better work. Patented features put years ahead.

"Not a Weed Left"

Tend your garden with this NEW BARKER precision built Roller Bearing Weeder, Mulcher and Cultivator. "Best Weed Killer Ever Used." Rotating blades and underground knife destroy weed growth and in same operation break up the clods and crust, aerate the soil, work the soil into a level, moisture-retaining mulch. Any one can use it, do more work than ten men with hoes.

BARKER MFG. CO., Box 384 David City, Nebraska

EAST AND MIDWEST WHOLESALE REPORT.

[Continued from page 12.]

landscape sizes. Prices should hold at an even keel.

"Labor was more plentiful this year than last and, as a whole, was of better quality. Bad weather hampered early spring efforts, but the extra labor available enabled us to get our stock out in good time."

Evergreens Move Well.

Sales surpassed those of last year for Gardner's Nurseries, Rocky Hill, Conn., and R. H. Gardner expected that the percentage increase might be even higher at the close of the shipping season than the estimate made at his writing in May, which follows:

"Our business has been very good this spring; we do not know exactly, but perhaps twenty-five or thirty per cent better. This figure may be even better, as we ship until June 1.

"The help problem has been considerably better than in recent years. And the weather has been ideal for digging and shipping evergreens, which are our main stand-by.

"Demand sales indicate a shortage of some evergreens, particularly in the larger sizes. We have had to turn down many orders for some items.

"Our grades and plantings are being expanded rapidly, and this fall we are going to be able to supply more of the short items such as yews and hemlocks."

Plant More for Demand.

Increased plantings provided stock to fill the large volume or orders received by C. L. Vanderbrook & Son, Manchester, Conn., this spring, writes Louis C. Vanderbrook, who also tells of this year's new plantings, as follows:

"We have found the demand for evergreens to be extremely heavy, especially for yews and arborvitae. Salable arborvitae are short in supply and will definitely remain so for the next two years. The demand for flowering and ornamental shrubs has also been heavy, with many items in short supply. We had adequate stock this past season to take care of the demand for most varieties, since we had increased our plantings. We increased our shrub plantings 100 per cent and our evergreens plantings thirty per cent this spring and are increasing our supply of ornamental trees thirty per cent.

"Obtaining labor was no problem for us this spring; we have been able to secure all that we needed. We have met a good many of our shipping

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Help and Situation Wanted and For Sale advertisements.

Display: **\$3.00** per inch, each insertion.
Liners: **25¢** line; Minimum order **\$2.00.**

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Can you meet the public? Do you like flowers, shrubs and trees? We have a semiprofessional lifetime proposition, pleasant work for an energetic person. Old-established firm. Earnings above average. We train you to operate your own business. No capital investment required. If your age is above 30 and you have a car, investigate this opportunity. Address Box 728, care of American Nurseryman.

HELP WANTED

Man capable of handling landscape planning and general retail sales. Must have experience and know the nursery business.

J. C. BUNCH & SON
3500 Hulman St. Terre Haute, Ind.

PARTNER WANTED

For established azalea and camellia nursery in wholesale and retail trade, located in southeast Virginia. Man must be able to invest some capital and be competent propagator and grower. Address Box 727, care of American Nurseryman.

FOR SALE

New florists' shop, fully stocked and supplied; 3 greenhouses; landscape service and nursery. Fine location in good Colorado city. All tools, stock and equipment. 6-room house, double garage and other buildings. Pictures available. Address Box 724, care of American Nurseryman.

FOR SALE

Oldest nursery in northeastern Ohio, fully equipped. Catalog, cash-and-carry and wholesale business; upwards of \$50,000.00 annually. Wonderful opportunity. Owner wishes to retire. Write Box 726, care American Nurseryman.

FOR SALE

A 25-acre general nursery near Chicago, Ill., all planted in choice young nursery stock. Situated on Rt. 20 highway. Fine for cash-and-carry business. Also large house, barns and office. Terms: All cash. Address Box 725, care American Nurseryman.

SITUATION WANTED — Horticulturist with B.S. and M.S. degrees from leading agricultural colleges desires employment with nursery in Montana, Wyoming, Colorado, Utah, Idaho, Washington or Oregon. 7 years' experience in propagation and planting; working knowledge of insecticides and herbicides. Address Box 729, care of American Nurseryman.

FOR LEASE — Small, well established nursery, with good stock of evergreens, shade trees and shrubs. Good location; plenty of business. Excellent opportunity for someone wanting to start his own business. LINCOLN HIGHWAY NURSERY, Upper Sandusky, Ohio.

problems by shifting a considerable number of our shipments from freight or express to truck where the customers are willing. We have found this service to be superior to rail freight.

"The general line of stock which we are handling does not appear to be too plentiful. Therefore, prices will remain firm on many varieties, with slight increases on others along with continued inflationary trends. We have had no distress merchandise and no sacrifice sales, and our brush pile is nil."

Late in New York.

The late spring and lessened demand for fruit trees were adverse factors, reports John W. Kelly, of Kelly Bros. Nurseries, Inc., Dansville, N. Y. He states:

"This year the spring season was unusual and slow in opening up. As a result, our business was off noticeably in February and March. It picked up during April and May. Unfortunately, we have not been able to pick up the dollar volume that we lost during the early part of the season. When business did come, it was more than we could take care of efficiently, along with our field work.

"Our business dropped in dollar volume earlier because of the fruit tree situation. There was a surplus this year in some items; the usual demand from fruit growers was not present because the fruit men had a bad season last year. In our opinion, the supply of fruit trees for delivery in fall and next spring will be much less than last year, and prices will be back to normal. We expect a good fall in 1950 and a good spring in 1951.

"In this section there was much unemployment this spring, and so we could hire all the help that we could handle."

Successful Season at Newark.

Charles H. Perkins, president, reports both good wholesale and retail spring sales for Jackson & Perkins Co., Newark, N. Y., as follows:

"Business has been pretty good this year, both wholesale and retail. The only exception has been fruit trees, but as we are not large growers of those any more, the lack of demand has not affected us to speak of.

"I am not familiar with the supply of stock for next season. But with the high price of labor, I do not suppose that growers have plunged too heavily on production and I would be surprised if there is any surplus in any lines. It is also my opinion that with the immense amount of building that has been and is being

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The Peat Moss with the "Growing Reputation"

Nurserymen all over America have proved with their plantings that Premier Peat Moss enables all soil to store water, air and plant food, and this provides the moisture and food control that roots need.

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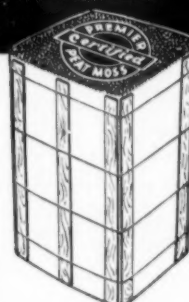
Save water, time and money by using Premier Peat Moss for all soil conditioning, transplanting and mulching. Write for prices now—also details of resale plan that gives you steady profits from big-value bales as well as 1-bu. and 3-bu. bags for repacking.

PREMIER EUROPEAN PEAT MOSS
available in various sizes
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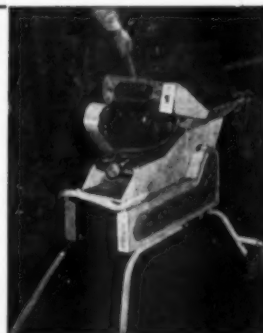
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If your Dealer does not have a MECHANICAL SOIL SIFTER write for folder.

The Mechanical Soil Sifter Sales Company

Box 3456, Highland Park Sta., Detroit, Mich.

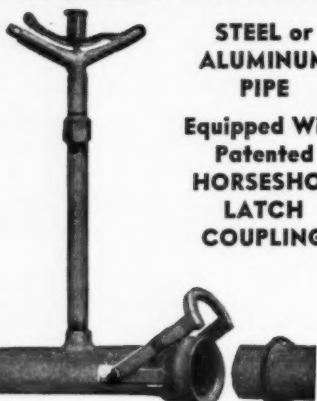


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Use ATLAS PORTABLE OVERHEAD IRRIGATION

To insure healthier plants, normal even growth, reaching marketable size earlier, American nurserymen are installing Atlas Portable Overhead Irrigation Systems. Atlas pipe is equipped with the flexible, leakproof Horseshoe Latch Couplings. Its light weight, quick assembly and easy portability make it ideal, inexpensive and profitable.

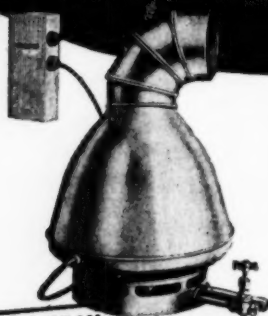
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Germany's leading brand.
Ask for our illustrated list of
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GRAFT WAX KANDLES CAULK WAX

A pure adhesive, noncracking
wax compounded with effective
anti-mold agent. 2 Kandle tubes;
weight 2 lbs., \$1.00 postpaid.

KALAMAZOO PARAFFINE CO.
KALAMAZOO, MICH.

done, ornamentals will continue in big demand. I can see no reason for changing prices either up or down."

Difficult in Michigan.

"As we look back, we realize that we have gone through one of the toughest seasons we have experienced in many years," reports A. W. Krieger, of Krieger's Wholesale Nursery, Bridgman, Mich.

"Late spring, with heavy rains and snow, prevented any digging and planting operations until after April 20.

"Demand was good for all types of small fruits, considering unfavorable weather conditions. The season wound up with volume slightly below last year, which was to be expected. Demand for strawberry plants was only fifty per cent of normal, because planting conditions were very unfavorable. It is evident that the planted acreage is light, especially in our area, and the stand is poor, for no rainfall was received in this area from April 20 to May 20.

"There will probably be no increase in the volume of small fruit plants for next season, although nurserymen are becoming more and more conscious of the fact that the cost of production remains at an unusually high level and decreasing prices are out of the question.

"The volume of migratory labor in this area, on which we depend to a great extent, is good, but the quality still remains low.

"We are indeed pleased with the outcome of the season from the financial standpoint. It did not appear as though it would be possible to clean up on our supply with four inches of snow still on the ground April 20 and with a railroad strike practically cutting the season off on May 10. However, revival of business after settlement of the strike no doubt kept many nurseries from operating in the red this season."

Future Looks Good.

A continued demand and stable prices for ornamentals together with plenty of available labor lead Henry Kleine, proprietor of the Newport Nursery Co., Newport, Mich., to be optimistic, as he writes:

"The largest percentage of our small business volume consists of deciduous lining-out stock which is mostly shipped in late fall. Demand again exceeded the supply, and, if early inquiries are an indication, this condition will continue for another year.

"It does not seem as if the shortage in all classes of finished orna-

TWO WAYS TO MAKE MONEY

1 Increase Sales
2 Cut Costs

To make more money on the sale of flowers, plants and nursery stock, you naturally look for ways to promote sales . . . but there is an even surer way—cut costs. A Royer Compost Mixer will trim a large part of the expense of preparing the compost mixtures so necessary for good plant feeding. Up to eight times as much compost can be shredded and mixed in a Royer with the same amount of physical labor used in hand screening methods . . . and the material will be more uniformly granulated and produce richer compost than you can get any other



way. Write for full information today. Ask for Bulletin 46. The NH Model Royer shown here (in operation at a Ridgefield, Conn. nursery) is a medium sized, gasoline engine driven machine with a capacity up to 6 cu. yds. per hour. Other models in belt and electric drives, up to 12 cu. yds. per hour.



ROYER FOUNDRY & MACHINE CO.
182 PRINGLE ST., KINGSTON, PA.

mentals will soon be matched by an increasing supply. The demand is still growing, and, at least in this locality, last year's plantings show below-average stands because of the extremes in temperatures during January which caused much heaving.

"Prices for ornamentals promise to be stable, while fruit trees should be due for a slight price increase. With plenty of good help available and a healthy demand for nursery stock, nurserymen are in an enviable position."

Sales Up in Minnesota.

A picture of the season at Lake City, Minn., is presented by the following report from Ken Law, president of Jewell Nurseries, Inc.:

"Sales volume is up somewhat dollarwise. And the demand has been good for all but some classes of fruit trees. There is adequate help available, but we always have to hustle to keep the customers happy in April and May, and this year was no exception. The season developed slowly because of the cool weather and rain.

"Our plantings are about the same as in the past few years. We are using more thin-wall portable irrigation, with a view to intensifying and

EASIER, FASTER WORK

This Garden Shop Hand Truck is so widely used today that few nurseries are without it. Many have several, use one on each delivery truck, others in the nursery.

IMMEDIATE SHIPMENT

Now you can get this popular truck at once. Speed up work, save labor cost with this practical and especially designed equipment. Sturdy, strong, attractive in appearance, built for many years of profitable service. Order direct, today.

SPECIFICATIONS
Equipped with Jumbo Balloon Tires and Tubes, 12x4 inches.
Specially Designed Curved Nose.
All-Steel Construction, electrically welded.
Weight 48 pounds.
Over-all Length 63 inches.
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4-lb. bags	2.00 each
8-lb. bags	4.00 each
20-lb. bags	9.00 each

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DEALER PRICE LIST
BROADWAY MACHINE & MANUFACTURING CO.
SHELBYVILLE, INDIANA

improving our batting average in production.

"It appears that wholesale channels have been cleaned out more closely this year than ever. We do not see much prospect for important price changes right away."

Evergreens Still Scarce.

Though his firm expects an increase in its supply of stock, W. J. Smart foresees a continued shortage in most evergreens, as he reports on the season's sales for the D. Hill Nursery Co., Dundee, Ill., as follows:

"As far as the amount of sales booked this season is concerned, business has been gratifying. As a matter of fact, our sales are much larger than they were a year ago.

"A late spring, however, interfered severely with our shipping operations and caused our customers as well as ourselves no end of trouble, for we were kept busy answering telephones and telegrams. However, we can see the end in sight now that it is mid-May, and, fortunately, because of a cold season, stock remained dormant until the last.

"It is fairly hard to foresee what is in store for us for the future. I still look for business conditions to be good with all nurserymen, and we look forward to better business conditions next year because we will have more stock to offer, particularly in lining-out items. But I still can see a shortage of evergreens for the next few years, both in lining-out sizes and particularly in finished grades, three to four feet and up, in the juniper and arborvitae families."

Shortage Prevents Record.

Had it not been for the scarcity of stock which prevented filling all their orders, C. M. Hobbs & Sons, Inc., Bridgeport, Ind., would have done a record spring business, according to Harry W. Hobbs, president, who writes:

"Our shipping season is practically finished, and we have had a satisfactory year. The only thing that prevented us from having the best spring season in our history was lack of stock to fill orders. Costs are higher, especially labor, and profits may be less.

"We made our usual planting, but because of the delayed spring and cool weather some items are making a slow start and may not attain sizes wanted.

"We are looking forward to a good demand this fall and expect to have considerable salable stock. We do not see how prices can come

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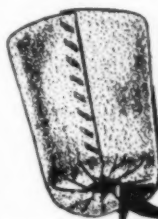


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PRICE LIST AND SPECIFICATIONS

TYPE	Height	Top Diam.	Nearest Clay Pot	Approx. Weight	PRICE		
SPECIAL LIGHT	(Packed 200 in carton)			Per 200	Per 200	Per 1000	
No. 0	5 1/2 ins.	5 ins.	6 ins.	25 lbs.	\$5.00	\$22.50	
No. 1	6 1/2 ins.	6 ins.	7 ins.	37 lbs.	7.00	32.50	
No. 2	9 1/2 ins.	7 ins.	8 ins.	50 lbs.	8.00	37.50	
STANDARD HEAVY	(Packed 100 in carton; 300 or more at 1000 price)			Per 100	Per 100	Per 1000	
No. 0	5 1/2 ins.	5 ins.	6 ins.	35 lbs.	3.00	27.50	
No. 1	6 1/2 ins.	6 ins.	7 ins.	52 lbs.	4.25	40.00	
No. 2	9 1/2 ins.	7 ins.	8 ins.	78 lbs.	4.75	45.00	
No. 3	9 1/2 ins.	8 ins.	9 ins.	88 lbs.	5.25	50.00	
EXTRA HEAVY	(Packed 25 in carton)			Per 100	Per 25	Per 50	Per 75
No. 4	13 ins.	12 ins.		200 lbs.	\$6.25	\$12.50	\$18.75
					Per 100	Per 1000	
					\$22.50	\$200.00	



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down as long as costs are so high and demand so strong."

Sales Exceed Expectations.

With the current shortage of stock Miles Bryant did not expect his firm to surpass last year's record sales, but the long wholesale season made possible a good cleanup for Bryant's Nurseries, Princeton, Ill. Mr. Bryant writes:

"I really am quite surprised to be able to report that we are just closing what has finally turned out to be a satisfactory season. Early in the winter, long before we had any idea that weather conditions would be so unfavorable, we decided that we were so short on many items that there was little possibility of our doing as good a business as during the past four or five years. Now we find that we are going to end up with a total slightly larger than that of last spring, which was one of our best of recent years.

"The cold, wet, late spring helped our wholesale business to hang on much longer than usual, so our cleanup has been satisfactory. Our local cash-and-carry retail business, which is the only retail business that we do and really a small factor with us, is off nearly fifty per cent, probably on account of weather conditions.

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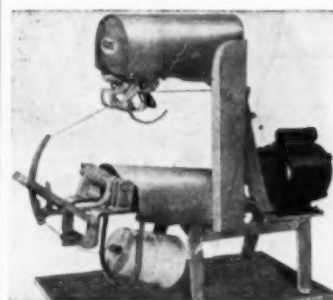


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Rotary tiller adjustable 10 to 16 ins.,
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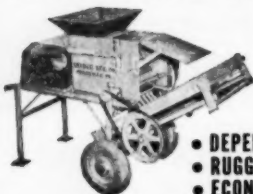
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SELECTIVE CRABGRASS KILLER

- Controls crabgrass positively — will not harm desirable turf grasses! Mix and use as directed.
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The Automatic Drives installed on the wheels of your Rototiller permit freewheeling of the machine at BOTH ends of row and make turning the machine with ONE hand very easy. Reverse models turn under engine power. The "hard-to-stop" BT-6 can be stopped "on the spot" when equipped with Drives. For demonstration and descriptive literature, see your local Rototiller dealer or write direct to:

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P. O. BOX 355 SAGINAW, MICH.

But the additional wholesale business has more than offset this shortage. During December, 1949, we had almost two weeks of open weather, an unusual situation here, and the fact that we took full advantage of those two weeks in transplanting lining-out stock helped us materially this spring in completing our plantings to the field in good time.

"We have done a lot of growling about weather conditions here, but the more we have heard of conditions to the north and east of us, the more we have felt that perhaps we were lucky after all. Certainly, as things have turned out, we must consider that we were quite fortunate. Undoubtedly some of our wholesale customers who had to wait for their stock do not feel that we got along too satisfactorily, but with the end of the season here we really do feel quite satisfied. At the same time, I would not want to go through another season like it."

Profit from New Branch.

New growing grounds in Mississippi provided Lake's Shenandoah Nurseries, Shenandoah, Ia., with additional stock to fill the heavy demand for ornamentals, says R. S. Mullison, vice-president, reporting as follows:

"We have been establishing a growing center at New Albany, Miss., which is now just beginning to come into its own, and we have been able to produce a good lot of ornamental stock there. This added production has been a boon to our business the past year or two and promises to do even better in the future. The demand for ornamental nursery stock has been heavy, and since we specialize in this class of stock at New Albany, we have reaped a great deal of benefit.

"Undoubtedly the following comment will be received from nurserymen throughout the country. Namely, that the season has been late and up to the present time weather conditions have been favorable for a prolonged season. Naturally the season we have experienced here at Shenandoah will have its effect on the growth of all kinds of material during the summer. We believe this will more seriously affect ornamental stock than it will fruit tree stock."

Sales Promotion Helps.

Though cool weather delayed sales for most types of nursery business, nurseries that carried on a good advertising sales promotion program should wind up the spring season with a good volume, writes George L. Welch, vice-president, re-

porting for Mount Arbor Nurseries, Shenandoah, Ia., as follows:

"This has been an unusual spring season. In most areas weather has been backward, with too much rain and temperatures too cold for best promotions for retail sales. It has been an ideal season for transplanting stock successfully, however.

"Landscape firms report a good volume, with about all the work they can handle. Business with cash-and-carry sales lots and stores was much later than usual. Fortunately, most sections enjoyed cool weather until quite late, which was favorable for late business. Partly because of the weather, mail-order business was not up to normal, but those firms which ran additional advertising and special promotions throughout the spring season will end up with a volume favorable with previous years. Although we have not had time to draw off any figures, I think our wholesale volume will equal that of last season, and we will have a satisfactory year.

"Fruit tree sales were slow. All firms had a demand heavier even than last year on shade trees, ornamental shrubs, roses and evergreens. The supply of evergreens and shade trees in the middle west was so limited that all of the business could not be handled.

"Except for fruits, we expect prices to remain firm for the coming season. There will not be any surplus of well grown ornamentals, while evergreens and shade trees will continue in limited supply. With the backward and late spring season ornamental stock may not make the usual growth this year, so that the heavier grades may be scarce for the coming season.

"Labor in this section was more plentiful and also more efficient. There has been some increase in rates, but the help has done a better job.

"Shipping was not such a problem this year. With high express rates, truck freight has handled a larger volume, and that service has been reasonably good. Transportation charges are high, and the outlook for increased rates presents a difficult problem."

Shipping Slower in Kansas.

Evidence of the trend to shipping stock by truck instead of by rail or mail, which seem to be slower than usual, was seen this spring at the Willis Nursery Co., Ottawa, Kan. John J. Pinney makes the following report on the season:

"Our shipping season for the

Williams & Harvey's

NEW "ROCKER" MOVER* for BIG TREES



Fits Any Standard Truck Chassis

- Handles up to 12-inch trees.
- "Rocks forward" for balanced load on truck.
- Superstructure quickly removed so truck can be used for other purposes.
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WRITE for details and prices. Let us tell you how this amazing new equipment will save time and make money in your business.

*Rocker Tree Mover is patented. Williams & Harvey.

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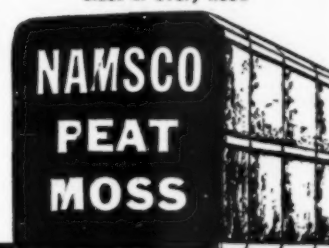
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Old Orchard Rose Spray has proved itself in controlling aphids, plant lice, rose slugs, canker and army worms, grasshoppers, blackspot, and mildew on roses.

By recommending Rose Spray, the repeat orders from satisfied customers for healthy, luxurious bushes has been proved time and time again.

Easy-to-mix, dual-action Rose Spray insures good wetting and coverage of foliage. Retail price, \$1 per 8-oz. can.

24 Cans to Case
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\$14.40 Per Case
ORDER TODAY!
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Don't get roped in...



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**New Sensational
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Magic
**STUMP
REMOVER**



An amazing chemical compound—put up in handy cans—ready! Inserted in hole drilled in the center, decomposes fibers down to root tips for easy, final removal of old or new tree stumps. Saves money, time, labor.

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NURSERY TAGS
Suitable for Labeling
**Trees — Shrubs — Plants —
etc.**

Convenient — Economical

PREMIER SOUTHERN TICKET CO., Inc.
1623-31 Dana Ave. CINCINNATI, 7 OHIO

spring of 1950 is about over at this writing in mid-May, and we have reason to be well pleased. The volume was equal to last year. Weather conditions were unusually favorable for shipping, and customers in general seem to have been pretty well pleased.

"The demand for ornamental stock could not be met. In fact, the only surplus of any consequence was in fruit trees, especially apples. The demand for fruit trees has been falling steadily for a number of years, and we do not expect much change. Evergreens sold out early in the season, in fact so early that at no time did we find it necessary to publish a price list on evergreens. We could have sold more of a number of varieties of shrubs and shade trees as well as perennials. The demand for roses was only fair.

"The labor situation was not bad. We experienced less difficulty in maintaining an adequate crew than we had at any time since before the war.

"Shipping presented more of a problem. Express freight and parcel post were all slower than usual and less satisfactory. More stock moved in bulk truckloads and more customers came for their stock in their own trucks. Carloadings were about the same as last year. We were fortunate in having most of our shipping done before embargoes and strikes tied up the railroads.

"There have been no radical changes in our plans or plantings. We are endeavoring to maintain our usual production, although we are cutting down on some things and increasing on others to try to conform more closely to the demand.

"In this part of the country, at least, we do not think there will be any surpluses next season. Evergreens are still scarce. The production of fruit trees has been voluntarily reduced by most nurserymen, and mother nature took care of the peach tree crop by giving us all a poor stand of seedlings last year. We are very optimistic about the future of the nursery business."

Expenses up in South.

Though last year's sales were surpassed, the increased cost of doing business will prevent a comparable increase in profits for the Chase Nursery Co., Chase, Ala., according to Henry Homer Chase, who says:

"The demand for stock was lively, and we had an almost complete clean-up. Our volume was about ten per cent over last year's, but we also had an increase in our operating ex-

Root-Producing Powders Root Cuttings Faster — Better

Hormodin No. 1—Use for most soft-wooded subjects.

1 3/4-oz. tin, 50¢; 1 lb., \$3.00.

Hormo Root A—Use similar to the above.

2 oz., \$1.00; 1 lb., \$5.00.

Hormodin No. 2—For more difficult items, such as the easier evergreens.

1 3/4-oz. tin, 75¢; 1 lb., \$4.50.

Hormo Root B—Use similar to the above.

2 oz., \$1.25; 1 lb., \$6.50.

Hormodin No. 3—For most hard-wooded and hard-to-root items.

1-oz. tin, \$1.00; 1/2 lb., \$4.50.

Hormo Root C—Use similar to the above.

2 oz., \$2.00; 1/2 lb., \$4.50.

All the above are offered postpaid.

NOTE: The Hormo Root powders contain materials that protect the cuttings against rot while in the rooting medium. They are also formulated so they can be used in water as a dip.

SOMERSET ROSE NURSERY, Inc.

P.O. BOX 608
NEW BRUNSWICK, N. J.

ANOTHER CHAMPION

DOUBLE-ACTION DUSTER

for Steady Flow
of Powder



Cuts time and labor costs through continuous flow of powder; grinds and mixes powder.

- ★ Easy to fill, clean
- ★ Shoots dust 30 ft. high
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- ★ Built for hard use

Write for literature now

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Mfrs. of Portable Sprayers and Dusters
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NURSERY BURLAP

Squares and Rolls

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PLATE BOOKS for Nursery Salesmen.

Made for personal use.
Send for catalog.

B. F. CONIGISKY

202 Main St. PEORIA 2, ILL.

penses; so our profit is not going to be as great as it was a year ago.

"Part of this increased overhead was because of a larger supply of labor which we utilized to get our planting done early. We have made no material increase in any of our plantings, but the good time we made in getting the job done bears promise of giving us better stands.

"It is our opinion that there is going to be a continued shortage of ornamentals in this part of the world for next season. This is particularly true of salable-size evergreens, which are practically nonexistent throughout this entire belt. We see no letup in the demand for ornamentals as long as the housing boom continues.

"Our weather could not have been nicer. We were able to get our fall plantings done early and we were also able to get our digging done without the usual inconveniences of incessant rains. All and all, it has been a most satisfactory season."

Weather Affects Future in West.

Primary concern of nurserymen in the Portland, Ore., area was the cold weather, as was evidenced from reports in the preceding issue. If such weather continued to be the rule instead of the exception, growers may have to switch to hardier varieties, according to Paul E. Doty, of Doty & Doerner, Inc., Portland, who writes:

"The demand has been exceptionally good this past year. There definitely has been a shortage of stock to prevent keeping up with this demand. Moreover, I do not see any relief in sight as far as supply of stock is concerned. We have been doing everything we can to step up production to take care of our markets, but there is always a 'nigger in the woodpile,' and the past two seasons' rough winters have held us back to a large extent, at least as far as the northwest is concerned.

"I understand, from correspondence with our customers in California, and from those who have been down there recently, that the demand on the retailers there has been good, and I do not look for any material letdown in their ordering this season. In the Portland area the demand has been fair, considering the weather conditions, which have been terrible. If this weather problem continues here, it will no doubt result in our discontinuing to grow a lot of items on which we have been specialists in the past and will throw us into growing more hardy varieties.

"We have been slow in getting

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our stock lined out this season. If we could market weeds, we would be millionaires.

"The price structure for next season is about the same as last year, but with a slight trend upward, if anything. This is only natural, of course, in view of everything else going up."

Sellout on Oregon Roses.

Growers had no trouble in selling their rose crops this year, says E. ("Mike") Dering, of Peterson & Dering, Scappoose, Ore. And because the cold weather did so much damage to home plantings this winter he looks for a continued demand for replacements and new plantings. Mr. Dering writes:

"Roses are sold out pretty well here in the Pacific northwest. I believe that almost every grower had practically a complete cleanup. There are, in my opinion, a few more roses for next year, but no large surplus. We feel as though prices will be down, wholesale prices anyway, about ten per cent. We are holding our planting plans about the same for two years from now and a year from now. We feel that there will continue to be a good demand for quality rose-bushes. So much for roses in a whole-sale way.

"I might say that our severe winter killed many roses in homeowners' yards, and the losses are just beginning to be noticed; so we think that the demand here locally may be larger than it has been for several years. Many other kinds of plants were frozen, too."

From California.

Optimism as to the season ahead is based on the favorable current showing, according to the report of Willis A. Stribling, of Stribling's Nurseries, Merced, Calif. He writes:

"Our season starts in October with container and field-grown ornamentals, and demand was heavy and prices were strong. Our ornamental business, both wholesale and retail, exceeded last season's during the months of October and November. Shade trees were strong, and we enjoyed another good season in this line. The over-all picture for the year shows a decline, which is due to a ten per cent reduction in fruit tree and grapevine prices which we voluntarily took last season to compensate for a poor fruit season.

"The price reduction on grapevines and fruit trees last season puts us in a favorable position for the 1950-51 season. Although the fruit crops will be light, prices promise to be much better than last season. No

further price reduction in nursery stock seems probable. After a severe winter in many sections of the country, an overproduction in most varieties of fruits and grapes does not seem likely this season.

"The ornamental picture also looks good, as building is continuing here in California at a rapid pace. Here, again, we expect to see little change in prices for the fall and winter season."

GYPSY MOTH CLEANUP FOR NEW ENGLAND.

Last summer's suppressive program against the gypsy moth in the Cape area of New England was so successful that officials of the United States Department of Agriculture have set up a not-too-unlikely goal of completely eliminating this pest from New England. S. A. Rohwer, assistant chief of the bureau of entomology and plant quarantine, described the work done last summer in Massachusetts as an outstanding accomplishment.

About 200,000 acres in the Cape area were treated at an over-all cost of about \$1.10 per acre, with the flying contract about 50 cents an acre. The state of Massachusetts handled the contract and invited bids, while the federal bureau of entomology and plant quarantine furnished technical assistance and some supervision.

This report was made to Congress earlier this year when appeals were made for appropriations to continue this work. Plans are to treat a large area in Bristol and Plymouth counties this summer.

NEW BUG CONTROL METHOD.

Interest has been renewed in the idea of controlling insects by injecting or applying insecticides to be taken into the plant tissues to kill feeding insects since the recent discovery of certain new chemicals that make plants toxic to insects for short periods of time.

According to Dr. P. V. Cardon, research administrator with the United States Department of Agriculture, scientists of the department are testing these systemic poisons, which kill insects that suck the juices of treated plants, to find out if the chemicals will break down into harmless compounds within a few days or weeks and so be safe for human consumption. A new approach would then be available to American agriculture in the control of some of the most difficult insect pests.

The process of experimentation is to apply the chemicals to plants by

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soil applications, seed treatments and spray or dust applications to foliage. When these insecticides are absorbed and distributed to all parts of the plant through the sap, the insects feeding upon the poisoned plant are killed.

Chemicals found most suitable for this purpose in tests made so far are derived from the inert calcium phosphate rock, which is the basis for the most common agricultural fertilizers. A wide variety of insecticidal chemicals can be derived from this source, which is treated to obtain pyrophosphoric acid, or oxidized to obtain phosphoric pentoxide for the poison. The number of compounds that can be obtained from the calcium phosphate source is legion, according to department chemists, but only a few of them are known or available, and only a fair start has been made in their testing.

The chemists emphasize the importance in the fact that these materials appear to break down into harmless substances, some of them even appearing to be highly selective in the insects they will kill. One kills aphids and mites and apparently none of the other insects on the plant. Studies are needed to determine their effect on beneficial insects such as bees, parasites and predators.

One of the chemicals, applied to the soil, will kill European corn borers in stalks. Another kills aphids and mites on cotton when tiny amounts of the chemical are applied to the cotton seeds before planting. Green bugs are killed by another when it is applied as a spray to growing wheat. In the greenhouse, resistant mites are killed with applications of aerosols containing one of the systemic insecticides.

FOLLOWING thirty-five years of experience in the landscape and nursery business, Peter T. Bats has joined with his son, Henry A. Bats, to form Bats Landscaping & Nursery, at 2141 East Twenty-first South street, Salt Lake City, Utah.

ONE of the three highest awards in the American Society of Landscape Architects' annual competition for the best execution of a designated landscaping problem was won by Robert Louis Sturdivant, son of R. R. Sturdivant, of the Sturdivant Landscape Co., Dallas, Tex. Young Mr. Sturdivant is a junior at Texas A. and M. College. The contest is open to students of landscape architecture in any college in the United States.

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